knak.

Uber

How Uber Transformed Global Marketing Operations with Knak

2x
Faster asset builds

55%
Reduction in deployment time

50%
Of assets deployed in less than 24 hours

Overview

Uber is best known for its global ridesharing platform, but today operates a diversified business spanning mobility, food delivery, freight, and logistics. With millions of drivers, couriers, and merchants on its platform, Uber connects people and goods in real time across more than 70 countries. The company continues to expand its ecosystem with enterprise solutions like Uber for Business, helping organizations manage employee travel, meals, and delivery at scale.

Challenges

Before Knak, Uber's B2B marketing operations were stuck with slow, fragmented, and manual processes:

Heavy reliance on coding: Building landing pages and emails in Marketo required custom HTML and CSS. Even small changes—like updating a button style or adding a column—meant calling in developers or waiting on agencies.

Inefficient workflows: Asset deployments took ~10 days, often stretching longer with translations and approvals.

Cumbersome translations: Updating a single field across localized forms could take two weeks, slowing global campaigns.

Archaic request processes: Marketers submitted copy and design via Google Docs and Asana tickets, then waited days for production.

Governance gaps: Without strong templates or guardrails, marketers risked inconsistent branding and QA issues.

Trusted by the world's biggest brands

∞ Meta   Google   amazon   OpenAI   stripe   ⬢ NVIDIA

The Transformation with Knak

Partnering with Knak, Uber rebuilt its global campaign production model:

- **2X faster builds:** Average asset build time dropped to **11 minutes**—half the benchmark of Knak's top power users

- **Faster deployments:** Deployment time shrank from 10 days to **4.5 days**, with **50% of assets deployed in under 24 hours**

- **Modular design at scale:** Uber created **100+ reusable modules**, with **90% of assets leveraging them** for speed and consistency

- **Stronger governance:** Knak's **themes, templates, and approval workflows** gave Uber centralized control while enabling marketers to self-serve

- **Translation flexibility:** Knak introduced AI and manual workflows that let Uber localize assets in minutes instead of weeks, while still supporting its rigorous translation team review

- **Seamless QA:** With 25,000 annual render tests across 10 email clients, Uber's teams now spot issues early and launch with confidence

The Impact

In less than a year, Uber's B2B marketing ops team achieved:

2X
Faster asset builds

55%
Reduction in deployment time
10 days → 4.5 days

50%
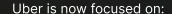Of assets deployed in under 24 hours

Full SLA compliance
≤5 business days turnaround

100+ modules built
driving brand consistency across teams

With Knak, Uber shifted from **slow, developer-dependent workflows** to a **fast, governed, marketer-friendly system** that scales across business units.

Looking Ahead

Uber is now focused on:

Expanding Knak across additional business units beyond B2B.

Rolling out **marketer enablement training** via Knak Academy.

Exploring **integrations with tools like Asana and Figma** to further connect campaign workflows .

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Knak gives us the guardrails we need for brand consistency, while letting marketers build on their own.

Kara Buzzeo
Marketing Automation & Ops Manager
Uber

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Patrick Monk
Head of Marketing Operations
Uber

" Even a small change to our Contact Us form, like updating one field, could take two weeks once translations were factored in.