

knak.

Transforming Email Creation at Scale with Knak

59%

Reduction in time
to market

8.8min

Average asset
build time

40%

Increase in
asset output

Overview

Vanguard is one of the world's largest investment management companies, known for pioneering low-cost index funds and client-first principles. Serving individuals, professionals, and institutions, it offers a wide range of products and services, emphasizing long-term value, transparency, and fiduciary responsibility.

Challenges

Before Knak, Vanguard's marketing operations were fragmented and inefficient:

- No centralized marketing function until 2020, with teams working independently in Unica, Marketo and Salesforce Marketing Cloud
- Cumbersome, manual workflows slowed campaign delivery
- Design process created friction and limited governance
- Co-branded emails for hundreds of retirement plan sponsors required heavy manual updates
- Growing need to integrate AI tools into workflows without losing control

Trusted by the world's biggest brands

Meta

Google

amazon

Uber

stripe

nvidia

Solution

Knak enabled Vanguard to:

- Centralize creation across marketing teams with a no-code platform
- Automate repetitive processes like co-branding logos and variables across plan sponsors
- Streamline design workflows with padding, modules, and preview features directly in Knak
- Align with Vanguard's AI strategy - embedding AI across their content supply chain to drive efficiency
- Drive adoption through Knak Academy training and enablement

Results

- **Complete transformation** of Vanguard's email creation workflow
- **Faster production:** recreating past emails in Knak has been quick and straightforward, saving teams valuable time
- **Stronger governance:** modular asset libraries enforce consistency across teams
- **Scalability unlocked:** retirement sponsor co-branding can be automated at scale
- **Adoption at pace:** teams are trained and ready to execute "real production emails" in Knak

Conclusion

With Knak, Vanguard moved from disconnected, tool-specific workflows to a unified marketing creation ecosystem. Now, governance, efficiency, and innovation coexist — empowering teams to scale campaigns, save time, and integrate AI seamlessly into marketing operations.



Joshua Mann

Senior Product Manager
Vanguard



Knak's model has been really beneficial, especially for new teams. It's not a one-and-done vendor relationship — they're helping us evolve.