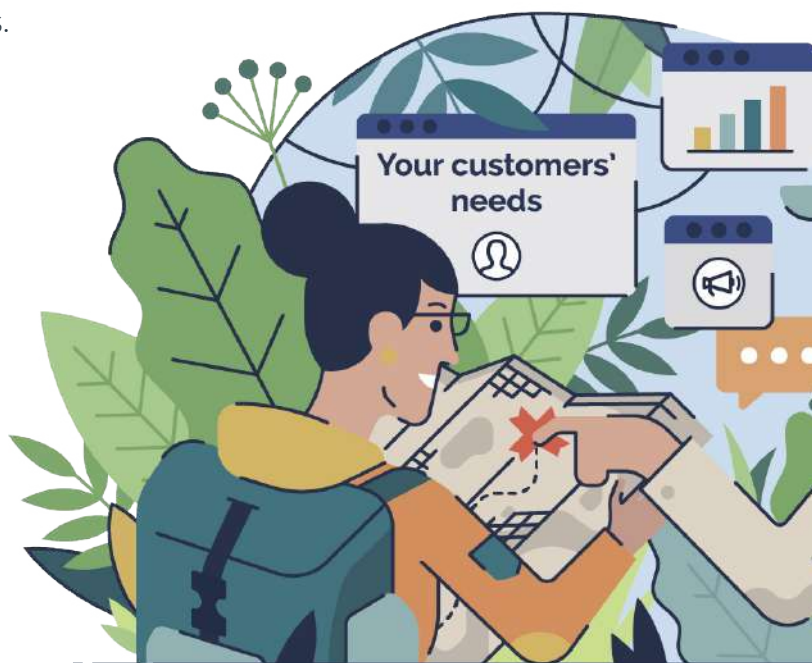


# A new email builder in under 30 days, and more time to focus on AI

Founded in 2012, **Samba.ai**'s initial focus of providing data analysis for businesses led to the creation of a predictive model that would help companies meet customer needs.

Their augmented intelligence capabilities focus on providing deep analytical views of how customer personas change over time, and across the entire customer journey. Today, their AI-led marketing platform helps several hundred businesses of all sizes - and across all industries - better understand and meet the specific demands of their customers and clients.



## The Challenge

Samba.ai wanted to include in their AI-led marketing tool a way for marketers to design & edit customer-facing emails right inside the platform. Initially, they decided to build their own email editor and released it to their users. However, as more and more customers began using the tool, it quickly became clear that addressing all of their needs was going to require an ongoing, significant development effort.

The Samba.ai team reached a point where many developers were spending more time working on the email editor than on the evolution of their core IP in artificial intelligence. That was impacting their ability to action on other growth plans, and not a situation they wanted to be in.

## Solution

After a closer look at the “build vs. buy” calculation, they decided to acquire a third-party solution. They looked for an advanced email design tool that could be embedded into their platform with limited effort, and chose BEE.

“The integration process was fast and easy from the very beginning” shares Michal Stepanek, Product Development. It took Samba.ai less than a month to have BEE up and running on their platform, and the learning curve for their customers was minimal.



## Experience

With BEE in place, Samba.ai can now deliver on giving their customers a reliable email builder that helps them create professional looking content that responds to the changing needs of every user.

The team at Samba.ai also found help whenever they needed it: they are true fans of BEE’s customer support.

In addition, they are now looking to leverage BEE’s extensive template catalog for emails and landing pages: another benefit of leveraging BEE’s ecosystem.

## Results

**Samba.ai experienced positive results right out of the gate**

### Innovation

Were able to redirect development team and other resources to focus on what they do best: innovation in artificial intelligence for their AI marketing platform

### Speed to Market

Renewed their ability to action on other go-to-market growth plans like adding payment plans, flow automation and new sales channels

### Customer Satisfaction

Development team is able to rollout new features for the email editor almost without lifting a finger - creating positive customer experience along the way

“BEE is a true partner who honors quick response time when needed. BEE has an open mindset about listening to customer feedback and honoring ideas by implementing them as new features or fixes.”

**Michal Stepanek**, Product Development

## **BEE provides no-code design tools that empower everyone to quickly create content that resonates.**

BEE’s visual builders are used to design emails, landing pages, one-page sites, and more. They deliver fantastic design flexibility and a great user experience, combining granular control on design elements with handy features like editing content directly in mobile view. BEE is building on its vision to help democratize content design, with millions of monthly users in over 20 languages and from over 150 countries. BEE’s design tools are available online at [beefree.io](https://beefree.io) and embedded in 600+ SaaS applications.

