



# Boosting Active Campaign Newsletters with Functional Design Tools

CarStickers has been delivering superior customized stickers and decals for over 20 years. Their simple design tools allow customers to turn their personalized logos or artwork into vinyl stickers.

Customers can also browse and choose from CarSticker's library of professional, ready-to-go designs created by partnering artists. As a leading manufacturer, CarStickers guarantees top-quality stickers and decals at the lowest prices in their industry.



## The Challenge

As one of the most popular sticker and decal sites on the Internet, CarStickers relies on email marketing to sell its custom-made stickers, transfer stickers and more. Surely, the company needed to develop and test a design system that would best accommodate their extensive customer base. CarStickers committed to finding a strategy that would allow them to seamlessly create on-brand, responsive newsletters. Joel Steele, who serves as Chief Experience Officer at CarStickers, craved a design

system that felt more natural and functional than ones the company has used in the past. With only a few others on Joel's team, their goal for a faster, more responsive email marketing process was crucial to their growth. The CarStickers team sensed their current time-consuming email template creation workflow needed a revamp. Consistently creating new, cohesive email templates that would captivate their customers proved challenging without easy-to-use tools and automation.

## Solution

CarStickers needed an email design solution that would allow them to maintain consistent branding while quickly creating fresh email templates to maintain their audience's interest. Additionally, their solution required support for their automation tool, ActiveCampaign. Exporting their HTML to ActiveCampaign needed to result in perfectly rendered emails. Joel and his team favored BEE over other design systems. BEE Pro's drag-and drop functionality and intuitive controls paired with ActiveCampaign's seamless automation capabilities proved to be the perfect system combination.

## Experience

Electing BEE Pro and ActiveCampaign as Carsticker's email powerhouse team has leveled up their email design process. The pairing simplifies all aspects of an email marketing campaign. From designing to automation, it's all done fast and effectively. Along with the seamless process, BEE Pro offers intuitive drag-and-drop functionalities and Mobile Design Mode, which enables quick switching between mobile and desktop view while editing designs. This was just what CarStickers needed to create fast, responsive emails. "We love BEE's user experience. BEE Pro is very intuitive for the way we design," says Joel.

“Being able to design in BEE Pro and export to ActiveCampaign has turned out to be the perfect partnership for our needs.”

**Joel Steele**, Chief Experience Officer at CarStickers

## Results

### Branding Control

Generating unique email templates was simplified with BEE Pro's extensive collection of row layouts and pre-made templates. The team established their brand identity in BEE Pro by saving elements like headers, footers, colors and more. This allowed for more time to create visual variety in each email.

### Streamlined workflow

BEE Pro design freedom paired with ActiveCampaign automation is an effective pairing. Easily create and test email or landing page templates in desktop or mobile view, and export directly to ActiveCampaign. The partnership created a timesaving, efficient email marketing workflow and eliminated any rendering concerns.

### Seamless Integration

The ActiveCampaign integration readily connects to BEE Pro. Quickly design an email template and initiate a smooth exporting experience. The email saves as a new template, and will appear in the ActiveCampaign account within seconds.

**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.

