talentica

DREAM · BUILD · DISRUPT

Partnering as an Innovation Ally

Case Study: TailoredMail

01 Background
About the *company*

TailoredMail

Founder
Matt Highsmith

Industry
**Marketing &
Internal Communication**

Headquarters
Washington

Founded
1997

TailoredMail is a multi-product engagement platform that helps brands deliver personalized communication at scale.
Trusted by leaders like Taylor Swift, Toyota of America, and the Bill & Melinda Gates Foundation, it replaces one-way campaigns with immersive, interactive experiences across email, content, polls, and internal messaging.

Challenges

Innovation as a Survival Imperative

TailoredMail operates in a crowded engagement technology market where failing to differentiate directly risks relevance with enterprise buyers.

While most platforms still compete on volume, TailoredMail serves premium brands and artists who cannot afford generic outreach. It delivers personalized, immersive, high-quality experiences where brand impact is always on the line.

Key challenges included:

• Rapid commoditization of email engagement capabilities
• Increasing demand for richer, more immersive experiences
• Continuous technology shifts redefining engagement norms
• The need to innovate without disrupting core product stability

Growth depended on making innovation a repeatable capability, not an occasional initiative.

1. Enhancement of Visual Engagement in Email Communication

TailoredMail wanted to boost open rates with captivating content and visuals. We implemented an AI-powered solution for generating both text and images. To streamline image creation, we adopted a two-way approach. We first generated a structured prompt, then used it to produce relevant visuals.This reduces iterations and speeds up the search for the perfect visual.

⊗ **Impact:**

• Increased email open rates by 7% with engaging subject lines

• High-resolution images resulted in more user response

2. Amplification of Message Impact Through Embedded Media

We developed Proze to revolutionize internal communications. It has an exclusive feature of embedding and playing videos directly within emails. It even supports Outlook and can automatically adapt to each recipient to ensure a seamless "one-click-to-play" experience.

⚛ Impact:

• Engaged audience by enhancing the message's impact.

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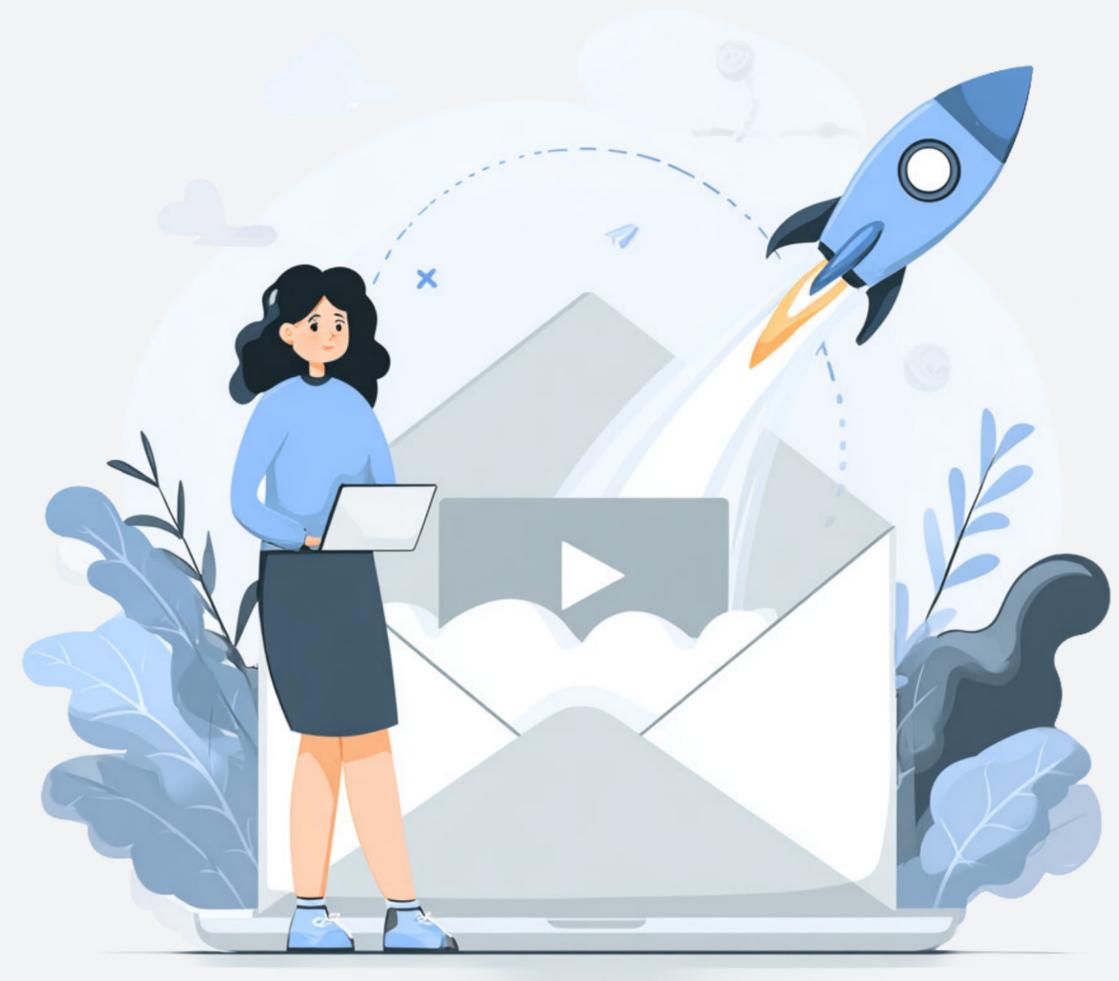
3. Expansion of Dynamic Content Capabilities in Email Experiences

We introduced a solution for dynamic and captivating email campaigns. Its feature allowed users to incorporate videos in the background or header of content templates, enhancing the visual appeal. We also enabled fallback GIFs or images where videos weren't supported to make emails stand out and keep users engaged.

⊗ Impact:

- This industry-first solution helped the customer get some premium paying customers.
- It helped in increasing time spent by users

4.Advancement of Engagement Measurement Beyond Open Rates

Email open rate is not always the ideal parameter to measure customer engagement. That's why we went a step beyond to measure how long users spent reading emails, but technical limitations, like the inability to use JavaScript, made this difficult. The team devised a redirection-based method that logs user activity through timed redirects, categorizing engagement into Glance, Skim, and Read.

⚛ Impact:

- Enabled this key feature to meet the market standards.

- Became a strong selling point for TailoredMail's IC Clients.

- Helped close deals by showcasing advanced tracking capabilities.
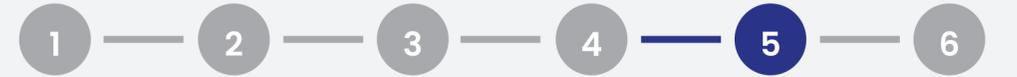
5.Standardization of Scalable and Reusable Access Control Mechanisms

TailoredMail lacked fine-grained access control for its APIs, and existing RBAC solutions couldn't meet complex needs like nested entity filtering and relationship-based authorization. To address this, we developed a custom RBAC library, inspired by AWS policy formats. We designed it to be modular, independent, and potentially open-source. This is to enable scalable and reusable access control logic across the platform.

Impact:

- Solved a cross-functional need for secure and flexible access control.

- While not directly revenue-generating, it laid the foundation for scalable and secure API management.
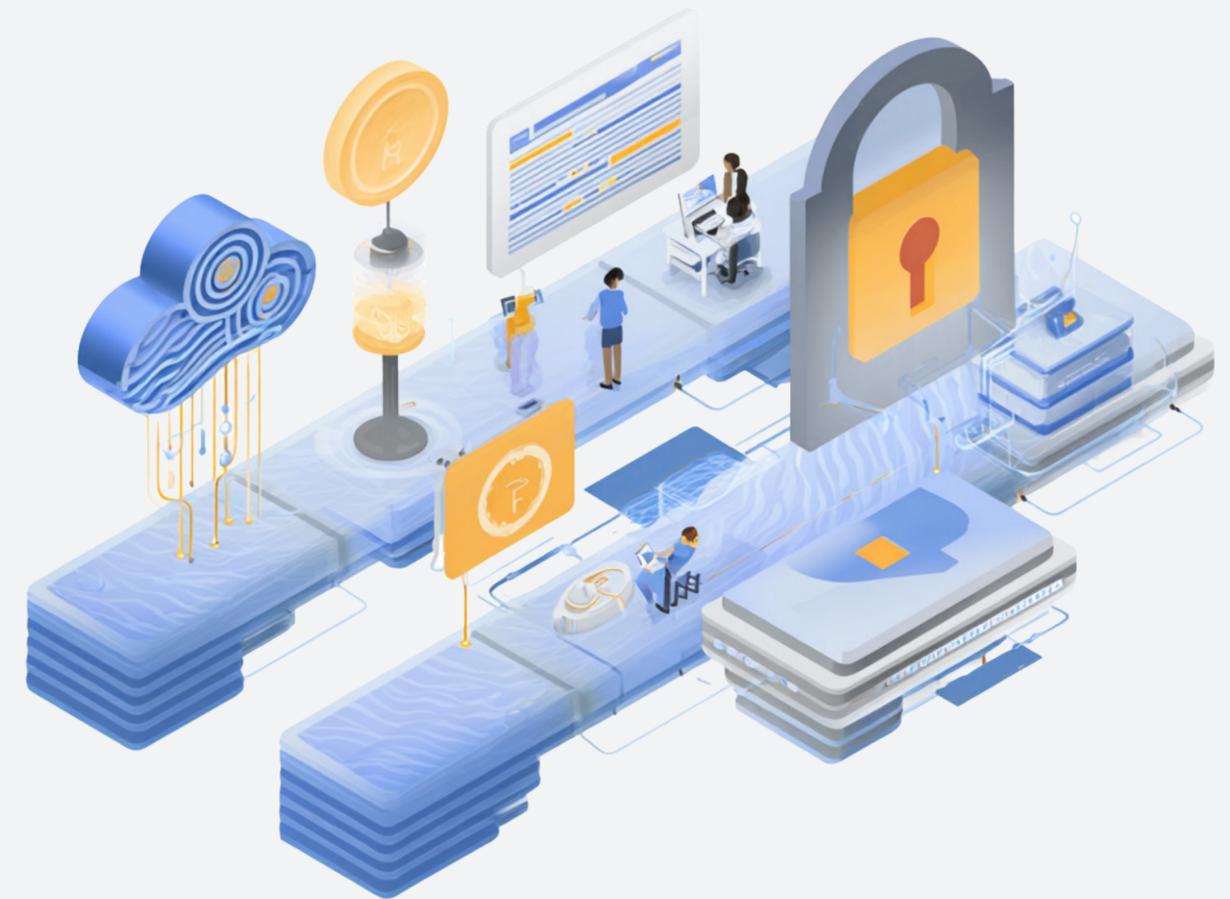
6.Extension of Platform Capabilities Through Modular Content Management

A premium client needed a personalized internal news portal, but TailoredMail's existing landing page infrastructure couldn't support the innovative features. The team reimagined the platform as a full-fledged CMS, introducing templates, widgets, teaser lists, and a streamlined authoring experience.

⚛ Impact:

• Enabled TailoredMail to serve broader use cases beyond email marketing.

• Helped win new business in Proze.io and Vizu.al.

• Clients recognized its value even over established CMS platforms like WordPress and SharePoint

Solution

Innovation as an Operating Model

Talentica partnered with TailoredMail as an innovation ally, embedding a repeatable system for identifying, validating, and scaling product innovation.

Instead of solving isolated problems, innovation became an ongoing capability—systematic rather than reactive, capability-driven rather than feature-led, and aligned to long-term product strategy. This shift enabled TailoredMail to evolve consistently while staying ahead of market change.

This always-on innovation system operates through a *five-step process:*
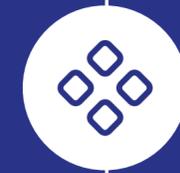
Always-on business discovery
Customer goals, competitors, and market signals are continuously analyzed, powered by product insight, data, and cross-functional collaboration.

Ongoing opportunity shaping
Ideas are regularly evaluated, refined, and prioritized based on impact, effort, and evolving business needs.

Iterative experimentation
Close collaboration with customers helps test assumptions, assess new revenue paths, reduce costs, and improve efficiency—refining direction with every cycle.

Operationalized delivery
Once ideas prove their value, they move seamlessly into production, strengthening the product without disrupting the long-term roadmap.

Feedback-led recognition
Outcomes are measured, innovators behind them are recognized, and insights are fed back into the next cycle of innovation.

"Be it solving critical problems or introducing new features, the team at Talentica made sure they bring bespoke innovation to the table every single time. When we approached them for a first-of-its-kind idea of embedding videos into emails, their approach towards it was brilliant, thereby driving some excellent results."

– *Matt Highsmith*

Let's Disrupt Together

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