

Replacing AEM with Self-Service Microsites Saved Time, Reduced Costs, and Scaled Marketing at Optum Rx

A Clatter Success Story

Challenge

Managing prospect and customer microsites through a traditional enterprise CMS created unnecessary friction for the marketing team. Every new site or content update required submitting tickets to a centralized digital team, introducing delays, added cost, and limited agility. As demand for co-branded, customized microsites increased, the existing platform became expensive to maintain and slow to support the pace of sales and marketing initiatives.

Solutions

Clatter replaced Adobe Experience Manager with a self-service microsite platform purpose-built for speed, governance, and scale. Marketing leads gained the ability to spin up branded microsites in minutes using approved templates, assets, and co-brand logos. Sites could be password-protected, updated, or taken down instantly without tickets, development support, or CMS complexity.



Instant updates everywhere



Minutes, not tickets



Always on-brand and on-message

Results

1 From Weeks to Minutes

What once required tickets and development time is now handled instantly by marketing leads.

2 Scalable Microsite Management

175 active microsites managed centrally with secure access and easy to update or decommission.

3 Lower Costs, Higher Agility

Enterprise CMS costs eliminated while accelerating time-to-market.

At a glance

Optum Rx's marketing team manages hundreds of prospect and customer microsites supporting sales engagement and ongoing communications. By replacing Adobe Experience Manager with Clatter, the team empowered marketers to self-serve microsite creation while maintaining enterprise-grade security, brand control, and scalability.

Key metric

By eliminating Adobe Experience Manager licensing, infrastructure, and ongoing development support, Optum Rx reduced annual CMS-related costs by an estimated \$500K per year, while enabling marketing teams to launch and manage 175 microsites in minutes instead of weeks.



\$500K
saved annually

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