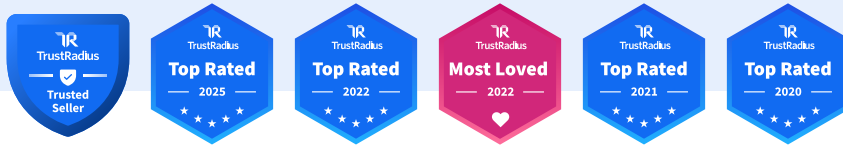# Adobe Workfront

Market Report

As a TrustRadius award-winning software, Adobe Workfront is a collaborative cloud-based work management solution designed to follow projects throughout their entire work cycle. Workfront's advanced automation, integrations, and optimized collaboration contribute to its overall customer satisfaction cementing it as a quality option for project management software.

TrustRadius — Trusted Seller | TrustRadius — Top Rated 2025 | TrustRadius — Top Rated 2022 | TrustRadius — Most Loved 2022 | TrustRadius — Top Rated 2021 | TrustRadius — Top Rated 2020

Advanced Automation

» Adobe Workfront is equipped with advanced automation features capable of streamlining execution and cutting down time to market by eliminating manual work and standardizing and connecting workflows.

Workfront saved this company "20 man-hours per day" with just with one automation.

"We use Adobe Workfront for resource management. Adobe Workfront automation is highly beneficial. We saved 20 man-hours per day for our traffic team after building one automation. [Additionally], the loss of time on errors of data transfers has greatly been minimalized due to keeping all work in workfront."

Verified User | Marketing Administrator | Health, Wellness and Fitness Company | 10,001+ employees Incentivized

★★★★☆

Automation saves this company time and reduces errors in their workflows.

"The tools Adobe Workfront has facilitate teamwork and helps with the allocation of resources, keeping team members from getting overbooked or burnt out. The task automation features also save us time and reduce the risk of human error. That way we can focus more on the strategy and business needs instead of the administrative tasks."

Verified User | Marketing Employee | Financial Services Company | 10,001+ employees Incentivized

★★★★⯪

This user praises Workfront's Fusion automation for aiding in complex processes.

"We use Adobe Workfront to work with the translation of assets for Marketing campaigns, leveraging some automation to connect with external providers of work in a secure and API protected way. Adobe Workfront is really great for big teams with complex processes, [and] connecting with external tools using Fusion automation. It is a robust tool that offers everything that this kind of team needs to do the complete work."

Verified User | Marketing Consultant | Information Technology & Services Company |10,001+ employees Incentivized

Integrations

» Fusion extends Adobe Workfront's capabilities by enabling secure, low-code integrations with other business systems. It's designed to be especially effective for connecting to tools with public APIs and building tailored workflows to streamline operations.

Adobe Workfront allows users to write custom integrations using their API.

"Workfront is more comprehensive [than other tools]. The thing that sets Workfront apart is that using their API, we can write custom integrations over Workfront and design our own dashboards using that integration. This allows us to not only use tools provided by Workfront, but write our own very specific and specialized tooling."

Verified User | Information Technology Consultant | Accounting Company | 10,001+ employees Incentivized

Integrations with their business intelligence (BI) tool and Adobe Workfront aids in comprehensive data reporting.

"We are utilising Workfront's flexibility for multiple purposes. All the data we captured in Workfront is fed to our BI tool for more advanced reporting to the team. Workfront enables us to manage all our projects effectively while providing a comprehensive overview of team resources."

Verified User | Information Technology Administrator | Marketing & Advertising Company | 10,001+ employees Incentivized

Integrations with third parties help this company communicate and manage projects with their clients.

"We customize different views for our lines of business who want the Standard license for Workfront. They can monitor the progress of their project from conception to fruition through Salesforce integrations or Workfront. They can communicate to the various members who are working on their projects within the tool via Updates through email."

<u>Verified User</u> | Sales Manager | Hospitality Company | 5001-10,000 employees | Incentivized |

Optimized Collaboration

» Adobe Workfront is designed to streamline communication and collaboration across teams and departments in an enterprise setting by consolidating all workflows, priorities, and information into one system of record.

Adobe Workfront gives project visibility and transparency to everyone involved.

"We use Adobe Workfront as a tool for managing our many projects and it addresses several business problems for us. One is for project visibility and transparency. All timelines and project details, as well as team member progress are visible to everyone involved which helps everyone stay on the same page. This also optimizes workflow and accelerates the speed of our timelines."

<u>Verified User</u> | Marketing Employee | Financial Services Company | 10,001+ employees | Incentivized |

Adobe Workfront's cohesive platform has streamlined communication and kept everyone up to speed on issues, projects, and documents.

"It streamlines communication by allowing team members to message each other within the platform, where comments can be saved and viewed by all involved. This is extremely helpful for colleagues to stay on the same page, be brought up to speed, gain transparency into issues, quickly understand which projects and documents team members are referring to, etc."

<u>Verified User</u> | Marketing Manager | Accounting Company | 1001-5000 employees | Incentivized |
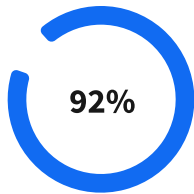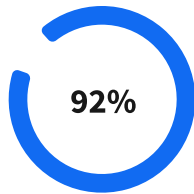
Overall Customer Satisfaction

>> Every review on TrustRadius asks 5 key insights questions to give buyers a good look at how that product performs. Adobe Workfront had high ratings all around:
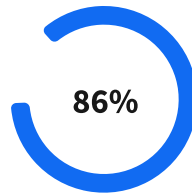
Adobe Workfront Key Insights

92%

Would buy again

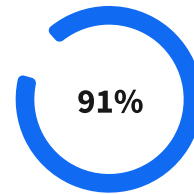92% of TrustRadius reviewers said they would buy Adobe Workfront again.

92%

Happy with the features

92% of TrustRadius reviewers indicated being happy with Adobe Workfront's feature set.
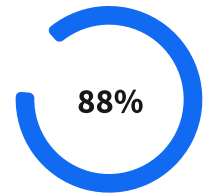
86%

Implementation went as expected

86% of TrustRadius reviewers said implementation of Adobe Workfront went as expected.

91%

Delivers good value for the price

91% of TrustRadius reviewers said Adobe Workfront delivers good value for the price.

88%

Lived up to sales and marketing promises

88% of TrustRadius reviewers stated that Adobe Workfront lived up to sales and marketing promises.

This director uses Adobe Workfront to consolidate and manage all project information.

"Workfront is a great approval tool for proofs and an RFI tool for bids. It is also great for staffing and budget [and] it helps with collaboration and dependencies. This gives us a better visual [of] the work that is coming and the staff who will be available to do the work. Adobe Workfront has helped [by having] all the work in one place."

Lana Pruett, FCXP (CX-I) | Director of CX and DX at Blue Cross and Blue Shield of Kansas | Insurance | 1001-5000 employees | Incentivized

★★★★⯪

Adobe Workfront was "revolutionary" for streamlining projects and targets.

"We leverage Adobe Workfront for all of our marketing efforts. It has transformed our processes and has streamlined how our team of teams completes projects and stays on target. This helps the business stay on top of efforts to make sure we're delivering on time with purposeful and targeted marketing campaigns. For us, this was revolutionary."

Brian Hardyman | Marketing Automation Specialist at Esri | Computer Software | 5001-10,000 employees | Incentivized

★★★★★

Adobe Workfront's likelihood to renew score indicates high levels of customer satisfaction and beats the average for project management software. This indicates that Workfront's customers are satisfied and unlikely to search for another solution.

Likelihood to Renew

Adobe Workfront **9**

Project Managment Category Average **8.3**

0   2   4   6   8   10

Learn more about Adobe Workfront

This report was created using TrustRadius reviews and data by the TrustRadius Research Team in June 2025.

TrustRadius | TrustRadius.com

Adobe Workfront Market Report | 5