



Adobe Workfront



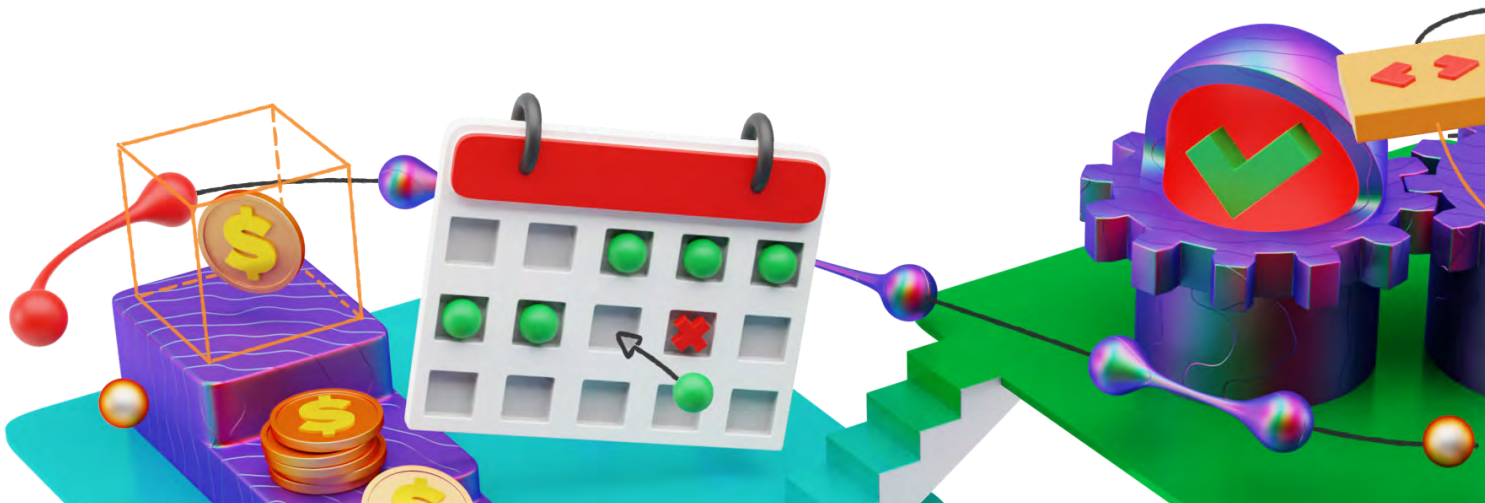
The complete guide to work management for marketers.

A game-changing playbook
for the way marketers work.



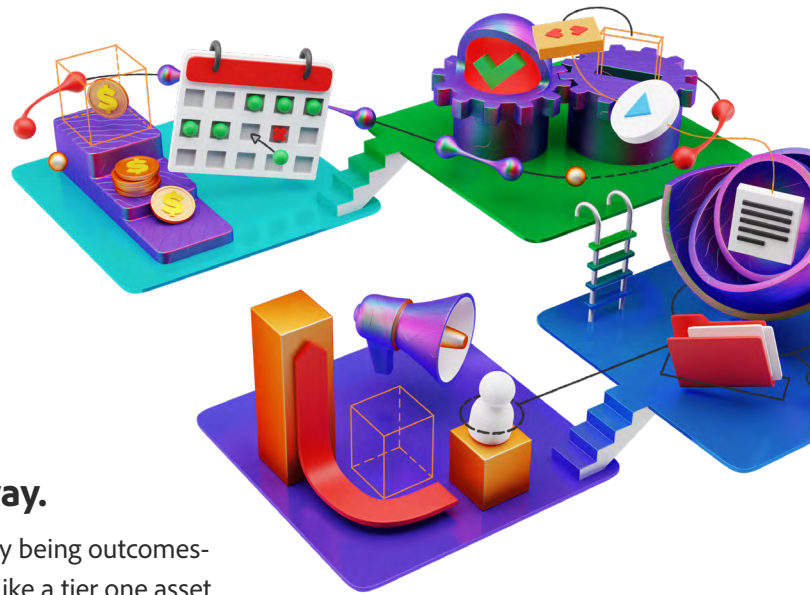
Table of Contents

Executive brief	3
Chapter 1: The lifecycle of marketing work	8
Chapter 2: Strategic planning	13
Marketing work lifecycle stage 1: Strategy and intake	14
Marketing work lifecycle stage 2: Budget and plan	15
Chapter 3: Digital content creation	17
Marketing work lifecycle stage 3: Align and execute	18
Marketing work lifecycle stage 4: Review and approve	18
Chapter 4: Asset management	20
Marketing work lifecycle stage 5: Store and share	21
Chapter 5: Performance optimization	23
Marketing work lifecycle stage 6: Deliver and scale	24
Marketing work lifecycle stage 7: Measure and optimize	25
Conclusion	26



Work management for marketers.

Work is a tier one asset. Work management is the solution.

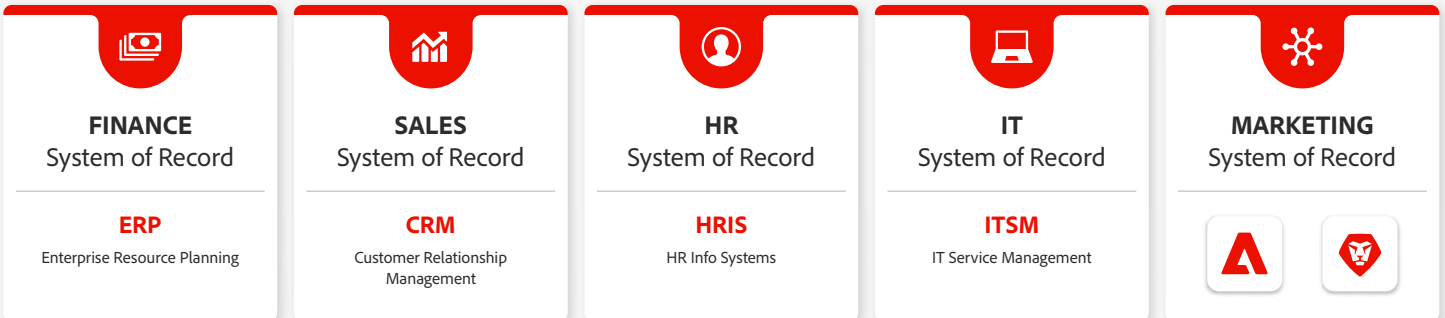


Marketing work is essential. Treat it that way.

The best organizations—and the best marketing leaders—win by being outcomes-oriented, promoting a high level of efficiency, and treating work like a tier one asset. These organizations understand that work must be managed strategically, with the same level of process and technological sophistication as all other business-critical tier one functions—like finance, sales, HR, and IT. They know work impacts every aspect of the organization and is a primary driver of the digital experience—and they manage it accordingly.

Treating work as a tier one asset is particularly essential for marketers, given the critical role their work plays in key strategic business goals like increasing revenue and customer retention. But—managing marketing work is also hard to do.

Work is as essential to an organization as other tier one assets and requires a system of record to manage and optimize it.



Up against an ever-increasing demand for highly personalized digital campaigns and content, marketers need to create and deliver at speed and scale. On top of that, they must produce more high-quality work, often with fewer resources, while collaborating and innovating with colleagues remotely. And they need to make quick, data-driven decisions about their audiences—what content they want and how they want to consume it.

Getting it all done requires continuous, iterative planning so marketing teams can adapt as strategies shift. It takes a high level of efficiency and flexibility to keep up and remain competitive—especially under the pressure of digital transformation.

To be successful, marketing leaders need to:

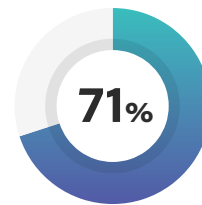
- Treat work like a tier one asset
- Connect people, processes, data, and technology in a single system
- Align work to strategic goals

Manage work like a tier one asset.

A work management application like Adobe Workfront makes it possible to accelerate and orchestrate work with the same precision and certainty as other critical tier one business systems. Together, Workfront and other Adobe applications provide marketers with a single system for planning, aligning, recording, measuring, and optimizing the entire marketing work lifecycle in one place. This integrated system empowers marketers to create and deliver the best experiences, while efficiently and seamlessly managing the workflows that bring these experiences to life. It ties marketing teams' work to the operational side of managing that work, setting them up to be more effective than ever.

With all work managed in a single application, Workfront gives marketing teams a solution for creating and managing assets through the full marketing work lifecycle—from ideation to finished goods. It eliminates the need for siloed technologies. And it gives the CMO and other marketing leaders one centralized source of knowledge, visibility, and insights for all work.

Here's a deeper look at how.



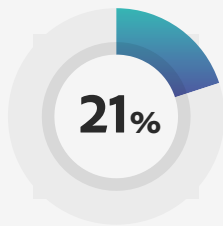
71% of global workers would like to have a single destination to understand and manage work, but 69% don't have that type of solution in place.

Source: [Workfront 2020 State of Work Report](#)

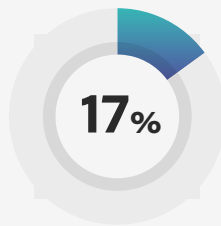
Connect your people, processes, data, and technologies.

Marketing teams may have the tools and data they need to do their work, but often their processes and people still aren't fully connected to those tools and data. Nine out of ten marketers surveyed in our [2020 Global Marketing Report](#) say they feel disconnected from the work they do—and from the digital experiences they're trying to deliver.

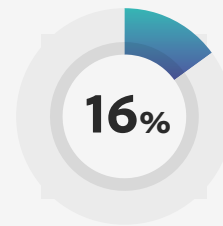
9 out of 10 marketers report these frustrations at work:



Lack of strategic alignment across functional teams



Lack of visibility into project status and productivity



Lack of defined workflows or disconnected workflows across teams

Source: [Workfront 2020 Global Marketing Report](#)

Workfront is a work management application that manages all work in one place and ties it all together: the tools, data, people, and processes. Because when every element of work is visible and understood, strategic alignment becomes clear. And it's much easier to ensure the right work is getting done at the right time.

“ Workfront has changed our culture at Sage. It's more inclusive now because people understand how their processes affect other people's processes. Before, there was frustration around lost and busy work. That's improved a lot since we adopted Workfront because everyone can engage with the tools.

Paul Tasker

VP Marketing Operations, Sage

Align everyone's work to business goals.

It's important to keep your entire team's work connected to company strategy. A work management application empowers the CMO to set the marketing goals and cascade them down the entire marketing organization. It ensures the work getting done is the work that matters most. If the marketing goal is to deliver a customer-centric experience, then every element of marketing's work gets tied to this goal, with every team member asking questions like:

- How do we set up our marketing automation to achieve this goal?
- What content do we need to create to ensure a customer-centric experience?
- What does the web experience need to look like to achieve this goal?

Aligning work to strategic goals empowers individuals and teams to prioritize meaningful, high-value work that contributes to business outcomes and helps the company achieve its goals. It also motivates and engages employees because they know their work matters and understand exactly how it drives results.

“ The pandemic introduced an extraordinary level of change and uncertainty, forcing businesses, leaders, and their employees to pivot, update, and revise their plans away from threat, toward opportunity. Being agile and able to adjust processes, systems, and workflows has armored both the company and its customers to stay engaged and inspired.

Jenifer Salzwedel

Senior Director, Marketing Operations and Enablement, Poly

A single application for managing all marketing work leads to better outcomes.

Having a work management solution isn't about bolting another tool onto your tech stack. It's about building the right foundation to allow your teams to work efficiently and effectively. An ideal work management application connects every facet of work—so there's greater visibility across the work lifecycle. Everyone is empowered to do their best work because they know they're prioritizing the work that matters most.

In this guide, you'll learn how you can use the combined power of Workfront and other Adobe applications in one cloud platform to achieve the goals you value most all while optimizing your processes, driving greater efficiency, and accurately measuring the value, outcomes, and impact of marketing's work.

1

WORK MANAGEMENT FOR MARKETERS

The lifecycle of marketing work.

Make work flow seamlessly from one stage to the next.

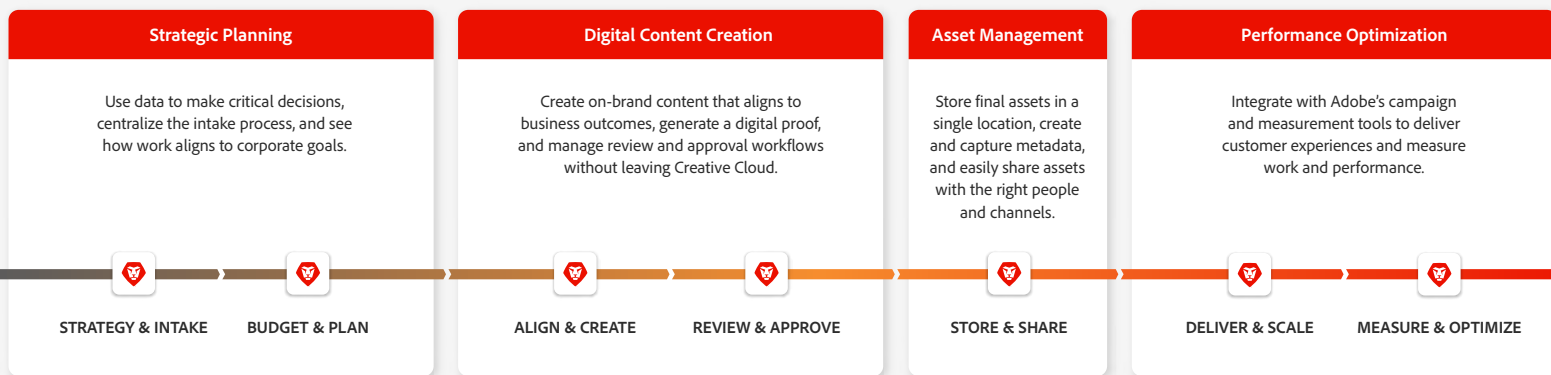
The work your team does to improve the digital experience can feel like a large-scale juggling act. Even a small piece of content requires figuring out budget, resources, timelines, reviews, and approvals—on top of all the effort that goes into publishing the content and measuring its performance. Multiply all those tasks by the assets and campaigns your team creates and delivers—across multiple channels to millions of customers—and it can be mind-boggling to track, manage, and measure.

Through our experience with the best brands in the world, we've identified seven stages in the marketing work lifecycle. Each stage plays a critical role in executing great marketing work.

“ An enterprise work management platform where you can see your strategy, your work, your people, your dollars, and the quality of work is helping customers move out of the productivity trough into outcomes-driven work.

Jenifer Salzwedel

Senior Director of Marketing Operations and Enablement, Poly



Adobe Workfront powers the entire marketing work lifecycle, helping marketing teams manage work more efficiently through each stage.

The seven stages of the marketing work lifecycle.

Getting work done starts with the initial request for work and ends with measuring and optimizing its performance against the desired business outcomes and corporate goals—plus many critical steps in between.

Here's a brief look at the marketing lifecycle's seven stages and why work management is essential throughout each.



1. Strategy and intake

Your goal is to standardize the intake process by designating a centralized location for all project requests that come to your team. This gives marketing leaders visibility into what work is being requested and how the work aligns with the organization's strategic goals.

2. Budget and plan

In this stage, you need to plan how long the work will take, what resources you'll need, and how much it will cost to get it done. Comparing possible scenarios while taking budget, resources, and timelines into consideration will help you assess the best path forward to meet your most critical objectives.

3. Align and create

Here, work is done based on where it fits into top business priorities. This gives you confidence that everyone is working on the right work at the right time. If your creative team can work directly in the tools they use, like Adobe Creative Cloud, while communicating and iterating on the work they're doing with Workfront, they can stay in their creative zone and get work done faster.

4. Review and approve

The assets created are now reviewed and approved by all stakeholders. This stage is important for ensuring brand consistency, high-quality content, and alignment among stakeholders. By automating the process and centralizing feedback in one work management application, you can significantly streamline the review and approval process.

5. Store and share

The fifth stage starts once the work is approved. In this stage, a content management system (CMS) or a digital asset management (DAM) can make it easy to store and share content across multiple channels and audiences. A centralized storage tool also affords you more value from your assets because they are easy to find, refresh, and reuse in different channels or campaigns.

6. Deliver and scale

Now it's time to deliver campaigns. In this stage, it's critical to have your people, processes, data, and technology all connected and in the cloud. This lets you deliver campaigns faster across all channels—and offer personalized content with real-time speed, scaling to thousands or millions of customers at once.

7. Measure and optimize

Finally, you need to measure your marketing's work performance and identify opportunities to improve it. This requires gathering data on project costs and time metrics as well as campaign analytics. Capturing all these metrics and providing useful, data-driven insights will clarify what's working, what's not, and where you can increase your efficiency and effectiveness.

Work smarter, not harder.

To approach work strategically and intelligently in every stage of the marketing work lifecycle, you need three core work management capabilities:

- Standardization using templates and processes
- Integration with your martech stack to create a single system of truth
- Automation to increase efficiency

Standardize processes.

One of the most valuable ways you can protect your team's time is consistency. Standardize your workflows with consistent work intake processes, templates, and a single system for documenting work. Standardization lets teams know where things are and what is expected of them at each stage so they can avoid wasting time.

Disney Yellow Shoes, the in-house agency for the Walt Disney Company, had a massive project at hand that involved designers, writers, producers, artists, and project managers—and 14 acres of themed space to bring to life. By creating a single source of truth for all documentation and production routing, they standardized their processes for submitting and managing work. The team became more organized, avoided duplication, and ensured a seamless and documented agreement on all assets before they were published.



We wanted to make sure we had one central point of truth, where we have documentation and we do our production routing to make sure that we have seamless agreement and documented agreement across the board, before we release assets to the world.

Megan Reilly

Senior Manager, Project Management Team, Disney Yellow Shoes

Integrate with applications.

Integrations between Workfront and other Adobe applications—and other key tools like Slack, MS Teams, Zoom, Workday, SAP, Allocadia, etc.—make it easier and faster for your team to get work done. There's less time spent toggling between tools or training on new tools, which leaves more time for the essential creative and strategic work your teams need to do.

For [Sage](#), a large enterprise software company with a distributed global marketing team, integrating Workfront with its CRM and marketing automation software streamlined workflows and eliminated the need for its employees to learn multiple individual point solutions.

“ Making the data flow seamlessly across our tools means that people won't have to learn the individual point solutions. They can just go to Workfront and do everything they need to do there.

Paul Tasker

VP Marketing Operations, Sage

Automate workflows.

Through powerful automations, marketing teams can free themselves from manual processes across disconnected tools—so they can spend their precious time on creative and strategic work. Automation can include simple workflows like scoring and prioritizing new work requests against strategic goals, assigning work requests to the right resources, or estimating delivery dates. You can also automate complex workflows that build upon API integrations with other tools. For instance, you can enter all your campaign information once in Workfront, and your marketing automation and CRM will automatically create the campaign without ever going into those systems.

Automation has enabled [Stanley Black & Decker](#) to produce more work without needing more resources. It added automations like notifying sponsors of project updates, sending project requestors tracking numbers, and adding tool-to-tool automation, such as connecting Workfront to its in-house print system. As a result, the company has produced three times as much work without growing its workforce at the same rate.

“ Automation is one of our top innovation goals because it improves quality, consistency, and velocity. And it frees up the company's best talent to focus on the jobs they were hired to do, keeping them engaged and at the top of their game creatively. When employees are engaged, they're more productive. They're happier. They stick around longer, create better outcomes for their companies, and grow professionally.

Monique Evans

Systems Operations Manager, Stanley Black & Decker

Connected tools, connected work.

Even though great marketing is all about connection, many marketing departments use disconnected tools to manage different aspects of marketing work.

Project management tools can track timelines, budgets, reviews and approvals, and measure how the work is getting done, but they don't help you orchestrate and execute strategic work or measure its impact on the customer experience. And while creative tools make it possible to offer beautifully designed web and content experiences, they don't help much with planning, budgeting, allocating resources, and all the other tasks that go into getting the creative work done.

The gaps between these tools leave gaps in marketers' ability to manage the entire lifecycle of work, hindering efficiency and frustrating marketers.

You can empower your teams to do their best work with a work management application that standardizes processes, integrates with other tools, and automates complex processes. It sets your team up to deliver work that is connected, streamlined, and strategically in step with your organization's primary goals.

1/2

Over 1/2 of marketers work in disintegrated systems with disconnected tools

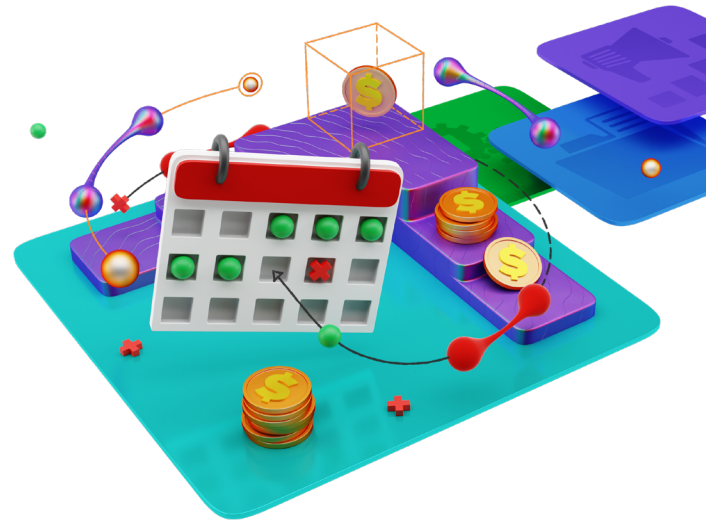
3/4

Approximately 3/4 of marketers say the tools they use make work slower and more complicated

Source: [Workfront 2020 Global Marketing Report](#)

2 WORK MANAGEMENT FOR MARKETERS

Strategic planning.



With so many requests coming in from so many different directions, it's hard for marketers to constantly keep all their teams' efforts in line with strategic goals. Often, the squeaky wheels win out, while more important work gets delayed.

To make smart and accurate decisions from the very beginning of your marketing workflow, you need a work management application that can:

- Give you visibility into all work by streamlining and standardizing the intake process
- Show you exactly how all work is laddering into a goal to ensure all work is the right work
- Facilitate the strategic planning process by using data to make critical decisions quickly so you can prioritize and plan



Standardize the intake of work.

Most marketing departments get work requests through a variety of scattershot channels—email, Slack, phone calls, chats, and so forth. It's incredibly hard to track the requests and prioritize them—unless you centralize work requests in one place and require the use of a standardized form to collect the information you need. When you understand what the request is, what resources you'll need to complete it, when it needs to be done, and how it aligns with strategic goals, it's easy to evaluate what work your team should say yes to—and how to prioritize it.

The marketing division at Esri, a GIS mapping software company, had work requests coming from all over the organization in all manner of channels, making it tough to prioritize and track. In fact, to get all work requests into one place, it consolidated 74 request systems into a single work management application.

By centralizing work requests in Workfront, Esri finally had a centralized location for managing the intake process, which improved visibility into all work requests. Because its employees could stick with the tools they were already comfortable with, like Outlook, to submit their requests to Workfront, Esri avoided the change management battle that's common when introducing a new tool.

“ We increased Workfront user adoption through the native integration with Outlook. Our staff can submit requests with the responsive fields and reply to notifications as if they were in Workfront. They became comfortable with Workfront by using it in the tool they were comfortable with.

Brian Sapp

Organization Adoption Lead, Esri

Align work to strategic goals.

Once you have all your work requests in one location, you can prioritize the work that is driving toward [strategic goals](#)—whether that's improving the mobile experience or bringing new products and capabilities to market. By [aligning and prioritizing work to strategic goals](#) and initiatives, you're ensuring your team's work matters, and you can prove its impact. You also gain the ability to say no to work requests that aren't strategic and won't bring value to the business.

Make smart, data-driven decisions.

Ever-changing plans are one of the most challenging aspects of marketing work. When this happens and you find that your entire campaign messaging strategy needs to shift—or that you need to move up the timeline of a product launch—a work management application lets you [run multiple scenarios](#) to determine what the timeline will look like if more or less of your team pitches in to help rewrite the messaging or develop a new launch campaign. And you can see how that would impact the timeline of other projects already in progress.

A big part of planning work is understanding the capacity of your people to take on new work. Using a work management application to compare different scenarios, you get better insight into where your resource gaps lie. This not only helps you plan better by identifying where and when you need resources, but also gives you the data to back up any budget requests for more resources.

Having this type of scenario planning data has helped Sage, an enterprise software company, make better planning decisions. It's helped the company stay agile and adapt quickly to reprioritize projects across all 16 teams in its marketing department. Being able to show marketing's ROI and decision-making process to leadership has also earned marketing a seat at the leadership table.

“ Before we couldn't plan capacity. With Workfront, we can see request types' volumes, so we're able to ask the right questions: 'Do we have enough internal resources to deliver what people are asking of us? How much are we spending? Do we have the right agencies on board?' And because Workfront allows us to see what we are delivering internally vs. outsourcing, we're able to find data-driven answers to those types of questions before making decisions.

Amy Potts

Global Sr. Manager for Sage's Creative Operations

Always get the right work done.

When work requests come to your department, you need to be able to quickly assess whether it's the right work, how urgent it is, and whether you have the resources and budget to get the work done when it needs to be done. Workfront makes this easy to do by allowing you to:

- Standardize the intake process so you have complete visibility into all work requests
- Prioritize that work against strategic goals
- Use scenario planning to determine how to best proceed when trying to balance budget, resources, and timelines

Having these capabilities empowers your teams to say no to the work they shouldn't be doing and yes to the work that matters most. This not only allows your teams to do work of value, but also to prove their value to the organization.

3 WORK MANAGEMENT FOR MARKETERS

Digital content creation.

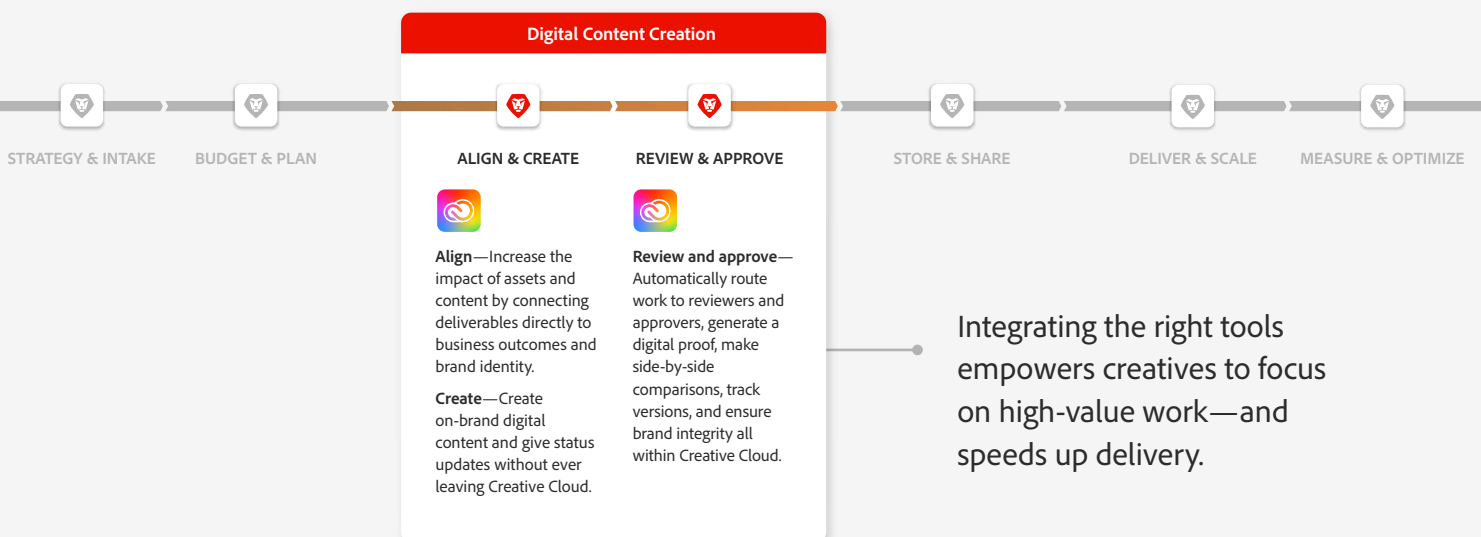


Excellent digital content—the kind that makes customers loyal to the brand and hungry for more great experiences—is at the heart of what marketing does. As a result, all the stages of the marketing lifecycle—from the initial strategy and planning to the post-publishing management and measurement—should support this critical stage.

But creating digital content isn't easy—especially when more creative teams than ever are working remotely, across borders, and disconnected from traditional on-premises infrastructure. According to our [2020 Global Marketing Report](#), 30 percent of marketing departments included off-site workers. Now, almost every team in every region is virtual. Add in a lack of integration between tools and processes, and most teams start to experience significant challenges. It gets harder and harder to communicate, collaborate, and move creative work through the pipeline efficiently.

To ensure your creative teams can collaborate effectively and do their best work, you need a work management application that can:

- Integrate with your creative tools
- Facilitate digital proofing
- Manage the review and approval workflows to ensure brand integrity



Integrate tools to keep creative work on track.

Creative work is demanding work. It requires both the right tools and uninterrupted time to create—but that's not often the world creatives live in. Instead, they're asked to juggle both creative and administrative tasks, like managing the review and approval process. This requires creatives to constantly toggle between tools like Adobe Creative Cloud and email, chat, and project management software while they work. It breaks their focus and often leaves them rushing—and the work typically takes longer to execute.

A better way to manage the process is to use a work management application that lets creatives stay in their creative tools while integrating and automating important administrative tasks that keep everyone informed—and the work on track.

The marketing team at [Poly](#), a leader in video and voice technology, used more than 120 types of martech, which led to massive inefficiencies as teams switched constantly between these different systems. By integrating its systems with Workfront, Poly has been able to create new efficiencies for the marketing department and the business—all while building a foundation for work management that connects its people, tools, technology, and data.

Automate the review and approval process while staying on-brand.

The review and approval process can be one of the most time-consuming and painful parts of the creative journey. Stakeholders are often slow to review and frequently give conflicting feedback. And with so many rounds of reviews, it can get confusing to tell which version is the correct and latest, leading to brand inconsistencies and other publication errors.

A work management application eliminates many of these pain points by standardizing the proofing process with automated workflows and notifications. The ability to generate a proof and make side-by-side comparisons of visuals and copy makes the review and approval process easier for stakeholders and creatives. The benefit to stakeholders is that they are automatically notified when a proof is ready for their review and approval. Creatives can stay in their favorite tools, see all feedback in one place, and focus on the work rather than moving between tools to make changes and manually chase approvals—all while easily ensuring everything is brand compliant.

By combining chain of custody tracking, clear approvals process, and visibility into each approval stage, you make sure every piece of content gets reviewed and approved by the right people and in the right order, including a final brand review. And with the ability to quickly and easily access and audit in-market assets and campaigns, you'll have even greater confidence and visibility to make sure brand guidelines have been followed and that the right version of the asset is being used.

Create consistently great creative work.

The best creative work is done in an environment that allows creatives to focus their attention and get into a flow on high-value work. And the best way to give creatives the time and space to do this is with a work management application like Workfront that lets your creative team:

- Work the way they want to work in the tools they want to use through a seamless integration between Workfront and other Adobe applications
- Eliminate routine and repetitive project management tasks like facilitating review and approval workflows through automation
- Stay on brand consistently with better visibility and auditing of the review and approval process

With these processes in place, creatives have the time to do what they do best—create.

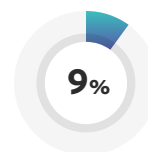
4 WORK MANAGEMENT FOR MARKETERS

Asset management.

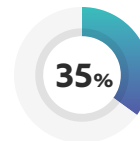
Marketing teams have an enormous amount of digital content to manage. According to research published in *Communicate Magazine*, organizations continue to experience an almost 10 percent growth per year in content creation. If you're only creating 10 to 12 assets a year, this may not seem like much, but if you're creating hundreds or thousands of assets a year, a 10 percent increase can be incredibly hard to manage. Not surprisingly, many companies are struggling to keep track of these assets.

To manage assets in a way that lets your teams quickly find, revise, and reuse them, you need a work management application that can:

- Integrate with your content/asset management system
- Assign and capture metadata for each asset
- Provide total visibility into all assets for easy search, access, and sharing of assets

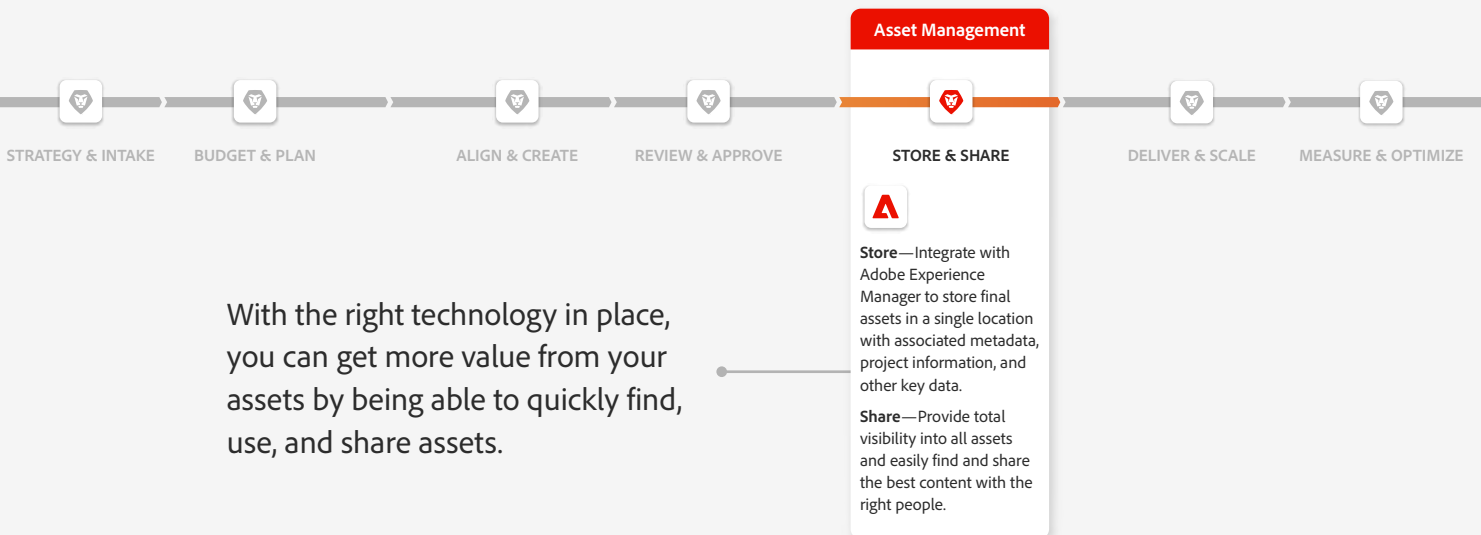


growth in content creation year-over-year



of annual marketing spend is on content creation

Source: *Communicate Magazine*



With the right technology in place, you can get more value from your assets by being able to quickly find, use, and share assets.

Integrate your digital content and digital asset management systems.

Marketing teams often keep assets in server-based folder systems with limited metadata, which makes browsing frustrating, slow, and ineffective. Duplication and multiple disconnected systems only add to the problem. There's no single source of truth as to the most current version of assets, style guides, and branding. There's also no centralized record showing where an asset has been used before, what project it is associated with, and how it performed. As a result, companies can't get the full value out of their assets.

With a work management application that syncs with a digital asset management (DAM) or a content management system (CMS), digital content is integrated into a centralized storage location, making it much easier to find—and use. A DAM also uses key metadata to help speed the process of finding and sharing content. Automatic tagging with important keywords makes it much easier to find creative assets and to make sure campaign teams have the most up-to-date and on-brand version available.

Find the asset you need and get your content out the door faster.

When you can find assets quickly and easily, your team can identify the best assets to use, and eliminate redundant efforts. This speeds time to market and improves consistency across the brand.

The ability to automatically tag and store assets has been instrumental in helping [Lumen](#) with its global rebranding effort. Integrating Adobe and Workfront enabled Lumen to rebrand in record time, despite everyone working remotely. The team was able to control permissions to keep the project confidential—quite a feat since they were involving offshore teams to update hundreds of pieces of collateral in a matter of weeks. But most importantly, as assets got rebranded, it was easy to make sure the right people had the right links to the right assets.

“ We’re using Workfront in creating projects, creating schedules, assigning resources, creating proofs. We’re leveraging a lot of the power of Workfront on the front end, and then there is Adobe Creative Cloud—the fuel that really lets our creative bring those ideas to life. The third piece is Adobe Assets. Everything that we’re doing in the creative engine is actually flowing into Adobe Assets.

Shane LaBounty

Creative Operations Leader, Lumen

Get more value from your content.

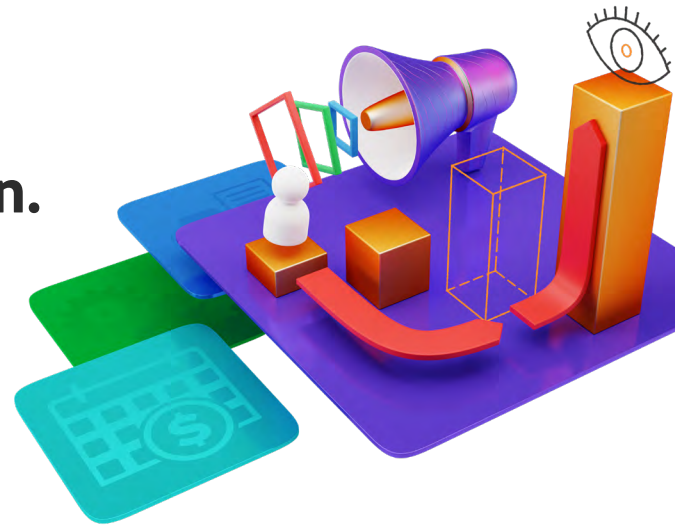
Creating content is only part of the battle—the other challenge is managing that content effectively. To get the most value from your content, Workfront allows you to:

- Integrate with your content/asset management system
- Assign and capture metadata for each asset through keyword tagging
- Gain total visibility into all assets for easy search, access, and sharing of assets

A work management application that lets you automatically tag every asset isn’t just nice to have—your teams will save significant time, and you’ll be able to find the content you need, when you need it. It all adds up to making campaigns quicker to launch—and helping you get more mileage from everything you create.

5 WORK MANAGEMENT FOR MARKETERS

Performance optimization.



Great digital experiences are the North Star for marketers. And the only path there is delivering personalized experiences at scale. None of this is easy—it requires not only the right technology, but also the ability to connect your people, processes, and data to this technology. You also need the ability to continually measure and optimize your content’s performance.

Because delivering personalization at scale requires an immense volume of assets, marketing teams need efficiency at every stage of the marketing work lifecycle so they can maximize performance. But most importantly, to deliver, scale, measure, and optimize, marketing teams need a work management application that can:

- Integrate with campaign execution tools
- Collect campaign and work management data and provide measurement tools
- Provide visibility to measure the end-to-end marketing process



Deliver value by scaling personalized experiences across audiences while gathering performance data that lets you continually optimize and improve those experiences.

Performance Optimization

DELIVER & SCALE	MEASURE & OPTIMIZE
A Deliver —Launch assets to the right channels and audiences and automatically inform stakeholders of delivery. Scale —Consistently deliver personalized messages, scaling them to all of your customers and audiences.	A Measure —Get meaningful and actionable insights into marketing processes, activities, and campaign performance. Optimize —Understand what is happening in marketing—and why—in order to adjust as needed to meet business goals.

Deliver the right content to the right customer.

Launching campaigns into market is the culmination of all the work that's come before—it's delivering the personalized, seamless, omnichannel experiences your customers crave. The experiences you've strategically planned from the beginning to achieve specific business outcomes.

Orchestrating the delivery of all the assets your teams have created and launching them across all channels to the right audiences, however, is incredibly complex and absolutely crucial. Accidentally putting the wrong message into a channel or sending a customer the wrong content is a customer experience nightmare and can damage your brand.

Linking your work operations in Workfront directly to your delivery and analytical tools—Adobe Experience Manager, Marketo, Adobe Campaign, Adobe Target, and Adobe Analytics—enables the entire marketing team to see and measure everything while automatically informing stakeholders of delivery. You can ensure the right audiences have the right experiences in the right format at the right time, scaling and tracking personalized messages to all of your audiences, across all channels.

Workfront empowered a [global apparel company](#) to work closely with hundreds of partners to deliver more than 300,000 creative assets, critical projects, and campaigns each year. The company says that the integration between Adobe Experience Manager and Workfront has allowed them to scale the delivery of content by:

- Giving everyone visibility into projects and progress
- Providing a consistent brand experience worldwide
- Making the approval process simpler and faster so content can be delivered quicker

Integrating Workfront and other Adobe applications gives you a central repository for launching, tracking, and scaling work in this stage of the marketing work lifecycle, making it possible for your team to deliver and scale personalized brand experiences for every customer.

Make your campaigns even better.

To optimize and constantly improve the customer experience, you need an understanding of how your campaigns and assets are performing. Equally important is identifying and tracking internal work metrics like how much time your team spent creating a certain asset, how many resources it takes to deliver an asset or an entire campaign, and how long it took from start to finish. When you can measure each aspect of your work—its performance in the marketplace and the cost in terms of time, resources, and budget—you'll be able to make the best decisions about the value of different types of assets or work.

To be able to get this bird's eye view of your work performance, you need campaign analytics data and targeting data as well as project management data all in one place. By integrating Workfront with other Adobe applications, you can iteratively improve performance and then prove the impact of those optimizations.

With greater visibility comes faster launches and better performance. At [Lumen](#), it's been a tremendous help to have insight into what assets they're creating for which audiences. Now Lumen can truly measure how successful it's been at satisfying its marketing partners' needs—and how well assets are being used in partner campaigns. With these insights, Lumen has improved its forecasting capacity.

“ One of the big ones for us has been capacity and forecasting. How much effort does it take us to create asset types? How much effort do we spend on concepting? It's about making sure we have the appropriate amount of time and resources planned so we can bring our best creative to the market.

Shane LaBounty

Creative Operations Leader, Lumen

For example, by knowing how much effort it takes to create different asset types, or how much they spend on concepting, Lumen can better plan the entire workflow. It can accurately and easily determine the right amount of time and resources required to deliver its best creative efforts to the market.

Empower your teams to perform at their best.

To consistently deliver exceptional customer experiences, marketing teams need to be agile, creative, and fast. But to consistently deliver work that's optimized for success, you need a solution like Workfront that enables you to:

- Measure campaign performance and work management KPIs
- Gain a holistic view of the entire asset product process—from conception and production to delivery and optimization
- Identify and eliminate inefficiencies in your work processes so you can maximize content velocity and provide more personalized experiences to your customers

With these capabilities in place, teams and campaigns can run as efficiently as possible—and campaigns can continually be optimized to meet goals and improve performance.

CONCLUSION

Your marketing can do more.

When you make work a tier one asset, you're doing more than prioritizing a process—you're powering a pipeline. You're creating amazing experiences for teams by removing inefficiencies, headaches, and hurdles that stand between them and their best work—and you're fostering extraordinary experiences for your customers by delivering great work.

Adobe Workfront connects your people, processes, technology, and data—and maps them to your most important strategic goals so they can make the biggest possible impact. Integrating Workfront with other Adobe applications fills every gap in the complete lifecycle of marketing work. With all-too-common points of friction lifted from your team's work experience, your limits are lifted too.

See how Adobe Workfront empowers marketing teams to create and deliver highly personalized digital content at speed and scale.

[Learn more](#)

Sources:

- "2020 Global Marketing Report," Workfront, 2020.
- "2020 State of Work Report," Workfront, 2020.
- "2021 State of Work Report," Workfront, 2021.
- "Execute with Agility and Advance Digital Transformation," Adobe Workfront customer story for Sage, Feb. 19, 2021.
- "3 Ways Marketing Drives Real Business Value," Workfront, Sept. 23, 2020.
- Derek du Preez, "How Disney Yellow Shoes used Workfront to help bring Star Wars: Galaxy's Edge to life," Diginomica, June 25, 2020.
- "Banishing Busy Work and Eliminating Redundancies," Adobe Workfront customer story for Stanley Black & Decker, Feb. 19, 2021.
- "Esri Customer Story," Adobe Workfront customer story for Esri, Feb. 19, 2021.
- "Gartner Survey Reveals the Three Top Brand Challenges for Marketing Leaders," Gartner, October 7, 2019.
- "The Golden Thread Webinar: Tying Value to Your Assets from Creation to Delivery," Adobe Workfront customer story for Hoodoo, Feb. 26, 2021.
- "Under Armour Case Study," Adobe Workfront customer story for Under Armour, Feb. 19, 2021.
- "How Adobe and Lumen harness the Power of Marketing Work Management," Workfront, Dec. 9, 2020.
- Louise Clissold, "In-House Content Creation to Increase in 2020," *Communicate Magazine*, Dec. 16, 2019.
- "Under Armour delivers a better brand experience in a global market," Workfront, March 12, 2020.

