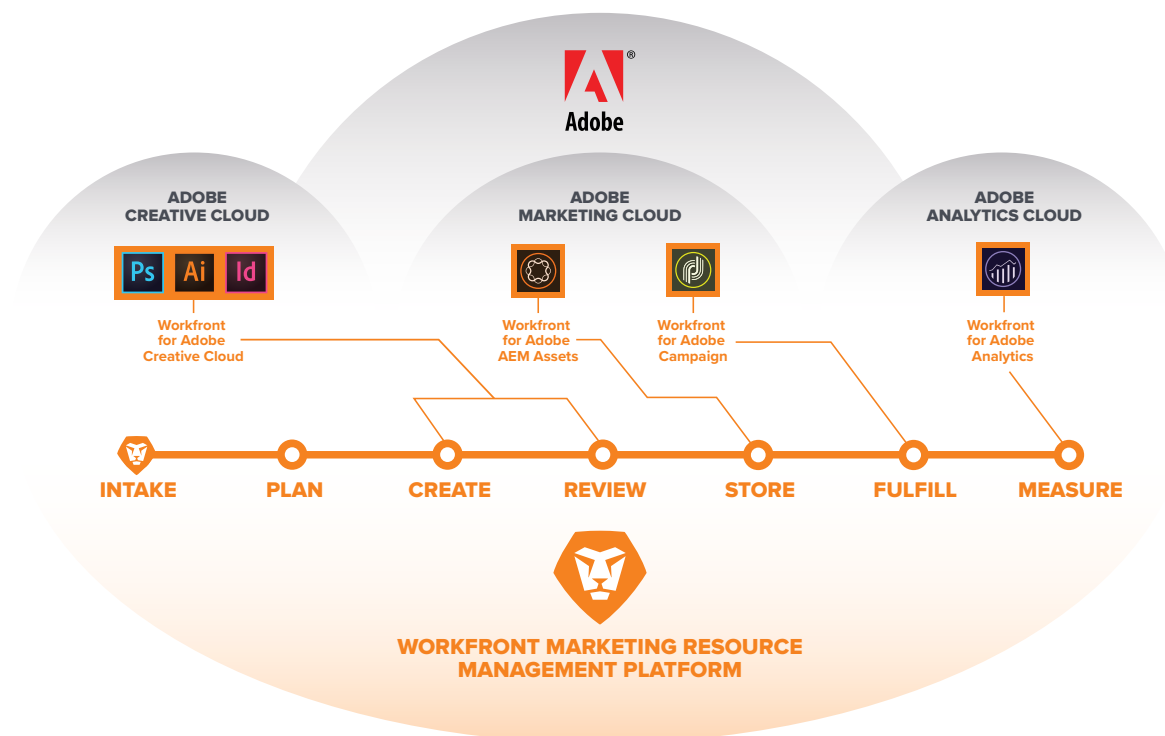


WORKFRONT FOR ADOBE SOLUTIONS

Modern Work Management For Marketers



PROBLEM

Digital transformation is crucial to survive in today's hypercompetitive marketplace. Customers expect simple, beautiful, and connected experiences. Businesses that can deliver on these will build loyalty and experience exponential growth. The amount of work orchestration and synchronization required to build these customer experiences can be overwhelming.

SOLUTION

Workfront provides marketing and creative teams that use Adobe products with an enterprise platform for modern work management.

With Workfront for Adobe Solutions you can:



CONNECT

Connect your enterprise work, collaboration and digital content into one operational system of record.



MODERNIZE


Create a modern and seamless work experience by combining the design and delivery of digital content.





ACCELERATE


Speed your time-to-market by boosting the capacity of your marketing teams.


Key benefits for Campaign Management provided by Workfront for Adobe Solutions:


 **MODERN WORK MANAGEMENT**
Tie together all your marketing, creative and campaign work in one unified system.

 **REAL-TIME VISIBILITY**
Know exactly what your team is focused on to inform your decisions for more successful campaigns.

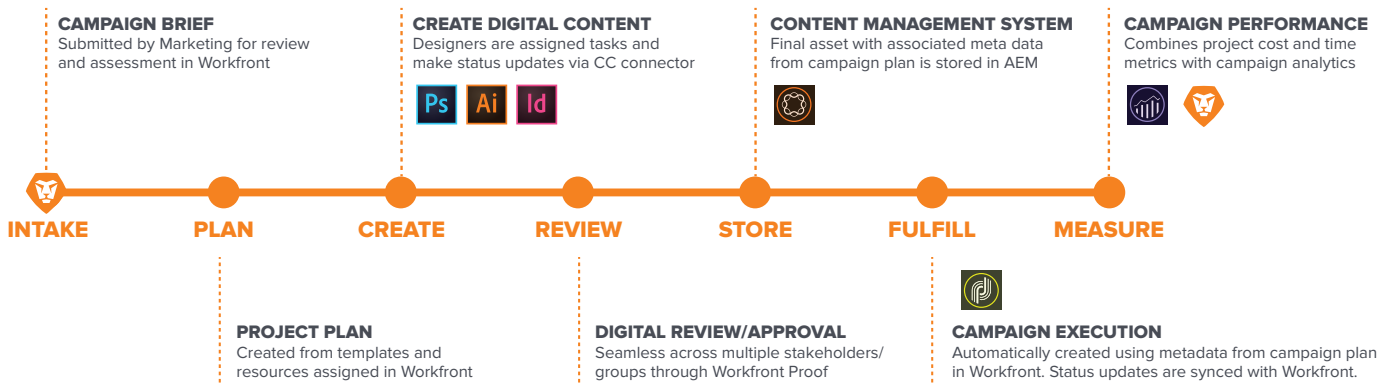
 **INCREASE EFFICIENCY**
Gain workflow efficiencies by automating best practice, standardized processes tailored to your needs.

 **UTILIZE METADATA**
Retrieve, use and manage valuable content with ease through simple tagging and metadata filtering.

 **REVIEW AND APPROVE**
Provide fast review and approval of digital work for quality and consistency.

 **SIMPLE COLLABORATION**
Boost collaboration between different stakeholders in varying stages of the content lifecycle.

A MARKETER'S JOURNEY—OMNI CHANNEL CAMPAIGN MANAGEMENT



REAL-TIME VISIBILITY INTO CAMPAIGN CREATION AND STATUS

Deliver Higher Quality Campaigns Faster

Workfront is the only modern work management platform that is expressly architected for enterprise marketing and in-house creative teams using Adobe's ecosystem of products.

Enterprise marketing teams around the world manage their work with Workfront. See what Workfront can do for you.

workfront.com

