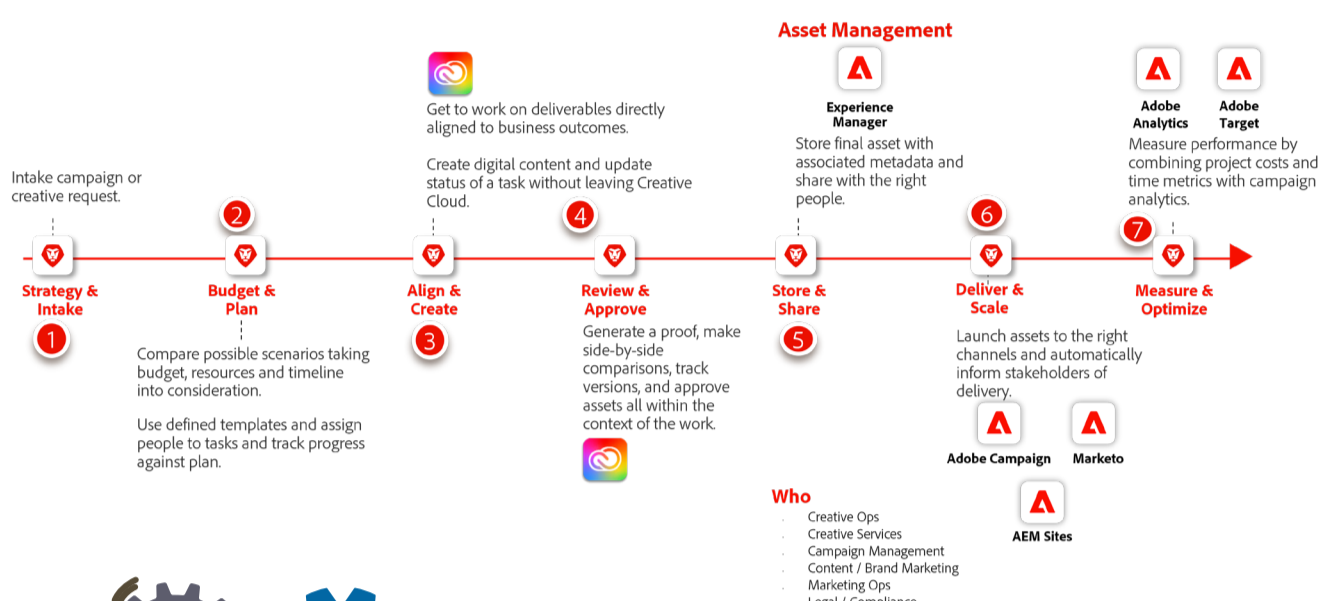


# Execute Campaigns with Agility Using the Power of Adobe Workfront

Make campaign execution efficient and transparent with Workfront

Adobe research found that while **93% of marketers** said collaboration between marketing and design teams is critical to their success, they also ranked collaboration as their biggest challenge.<sup>1</sup>

## Digital Experience + Workfront: The ideal workflow

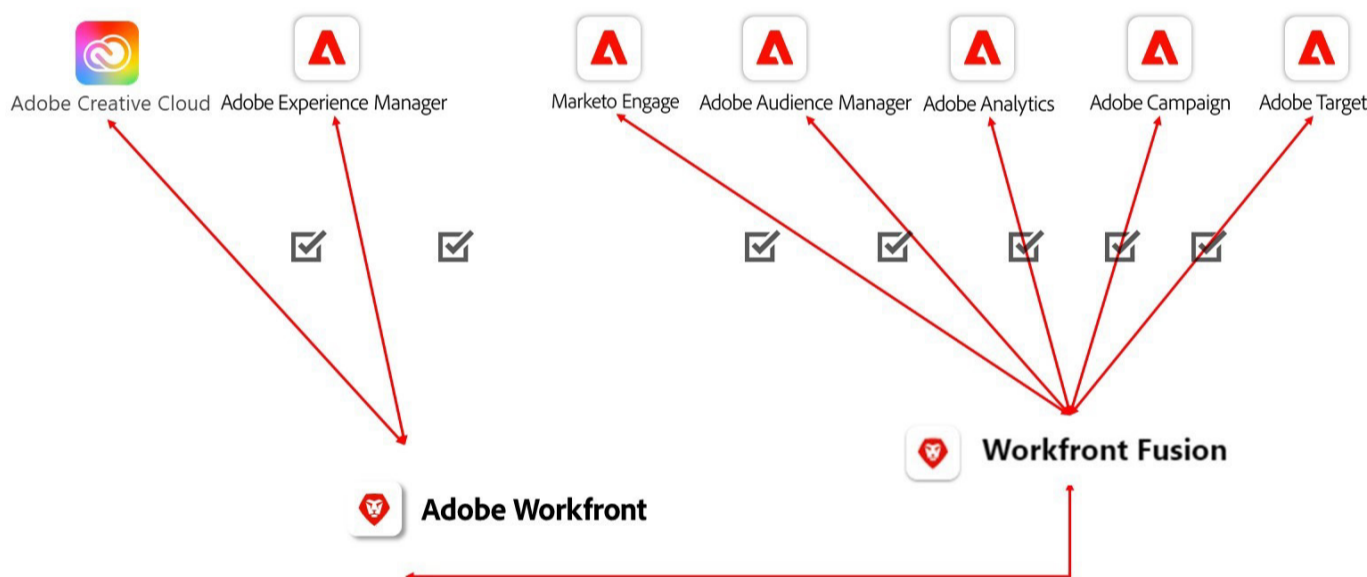


**Workfront Fusion for running connected marketing.**

**Workfront Fusion is a powerful integration platform that lets workflow freely across systems and teams.**

- Work with speed and predictability
- Minimize costs
- Extend your visibility

**Workfront Fusion helps us reach the ideal integration state by connecting with third-party applications readily.**



## Adobe Workfront Fusion modules for seamless integrations.

Workfront Fusion has modules to seamlessly connect with Adobe PDF Services and Marketo. As we go along, more and more Adobe applications will be added to this list.

### Adobe PDF Services

With the PDF Services, you can extract data from a PDF file or generate a new PDF file from data you supply.

### Marketo Engage

In an Adobe Workfront Fusion scenario, you can connect your Marketo Engage account to multiple third-party applications and services.



## Take the next step.

The best next step for your organization will depend on where you are on the journey to a fully personalized customer experience. You may need to build a business case, assess an incomplete or failing program, audit your personalization tech stack, or extend a highly successful initiative. No matter where you are on this journey, Adobe's professional services team can help.

[Meet with Adobe Professional Services today.](#)

<sup>1</sup>Source: Marketing 2022: Five predictions that will change how marketers compete