

# Unlocked Efficiency, Optimized Workflows & Maximized ROI

HOW A MULTINATIONAL MEDIA ORGANIZATION  
IS DRIVING MARKETING SUCCESS  
WITH **ADOBE WORKFRONT** AND **ANAPLAN**

## THE CHALLENGE

The marketing technology landscape at a large media organization was a complex web of spreadsheets, campaign planning solutions, work management systems, financial planning tools, and more. And while Adobe Workfront had initially been stood up at the organization, it hadn't been designed holistically. Campaign planners still had to individually request work from different teams in different places and navigate complex hand-offs across teams. This often led to time-consuming, duplicative work; the risk for human error (especially as it relates to data imperative for tracking ROI); and an inability to gain a comprehensive picture of campaign performance.

With a goal to drive efficiency and streamline work across the marketing lifecycle, the organization made the decision to expand and optimize Workfront,

and then integrate it with Anaplan to create a full Marketing Planning & Resource Management (MPRM) system built for the needs of today, and tomorrow. This winning combination would replace multiple spreadsheets, optimize their processes for planning, budgeting, and executing work, and simultaneously give them greater visibility into overall campaign ROI.

## THE SOLUTION

The media organization leveraged the support of LeapPoint – a digital advisory firm and Adobe Gold Solutions partner – to reimagine their marketing work processes and optimize and integrate across the Adobe Experience Cloud platform.

A team of strategic advisors at LeapPoint ran process workshops and strategy sessions to define how to:

- Update internal processes to drive efficiencies
- Work in a best practice manner
- Require fewer steps to get a campaign launched
- Operate in a less siloed manner with more consistency, less confusion, and greater efficiency
- Enhance campaign tracking and improve collaboration across the campaign lifecycle

Additionally, LeapPoint performed the configuration for the integrations between Workfront and Anaplan and Workfront and Salesforce, as well as performed various optimizations and automations for Workfront, including leveraging the tool for media code and performance tracking generation.

## TRANSFORMING THE CUSTOMER EXPERIENCE

By integrating Workfront within Anaplan, the media organization is now able to automatically trigger the creation of campaign management projects and streamline the request process for all deliverables related to a campaign.

The integrations and automation delivered through Workfront Fusion have also empowered teams to be able to accelerate time to value—giving the execution teams and campaign planners exactly what they need in one central place.

As a result, the organization has been able to improve the employee experience by reducing the number of “clicks” it takes to get work done, enhance cross-functional alignment and collaboration, and improve visibility.

## ELEVATING THE CUSTOMER EXPERIENCE

Transforming the way they work internally has also had a dramatic impact on customer experience. Now, the organization’s marketing team has a central place to see all campaigns, the various audiences, metrics, and more. The result is less campaign duplication and more personalized messaging, at scale.



## WHY ADOBE?

The team felt like the Adobe suite of solutions was perfectly positioned to support their long-term needs for strategy and execution. The ability to achieve a seamless transition between planning, creating, launching, and tracking elements of any campaign was paramount in driving this decision.

They also valued the platform’s robust scalability and its ability to integrate with numerous 3rd party tools like Anaplan to provide closed-loop financial planning. In an environment where marketing teams are being asked to do more with less, Adobe Experience Cloud offered the widest breadth of solutions under one roof.



## THE RESULTS

The team has experienced numerous measurable business impacts, including but not limited to:

- Consolidated request motions from multi-ticket to single ticket reducing marketers processing time by 65%.
- Eliminated 80% of spreadsheet clicks for financial models across marketing operations, demand planning and demand activation, with an eye on decommissioning the complete excel process in 2023.
- Connected 4 previously disjointed platforms into an end-to-end solution set that links marketing budgeting to planning to execution to measurement.

Establishing this new way of working also triggered various process updates to help the team reimagine the way they engage with stakeholders throughout the campaign lifecycle and drive more strategic versus wrote actions. On a tactical level, the media organization was also able to improve data integrity by using Workfront to generate campaign tracking URLs instead of relying on a separate 3rd party system.

## A WINNING INTEGRATION

Delivering top tier marketing and personalization in today's competitive environment requires a winning combination of people, processes, and technology.

The media organization is using various solutions across Adobe Experience Cloud to deliver campaigns that engage, delight, and convert time after time:

The media organization has a fully integrated Adobe Experience Cloud platform including Workfront, Adobe Experience Manager Assets, Adobe Experience Manager Sites, and Adobe Analytics.

- With integrations between Adobe Workfront and Adobe Experience Manager Assets, campaign planners can seamlessly and automatically push assets across platforms, saving significant time and effort.
- Content can be pushed to Adobe Experience Manager Sites in hours not days thanks to the connection between Workfront, Adobe Experience Manager Assets, and Adobe Experience Manager Sites
- Adobe Workfront connected with the 3rd party tool, Anaplan, allows greater tie throughs between budget and performance
- With identifiers built out of Workfront, integrations with Adobe Experience Manager, and the power of Adobe Analytics, campaign planners can now holistically track campaign performance, down to the asset level.

**From creating campaign codes to measuring campaign performance, the team can now deliver powerful experiences at every stage of the customer journey.**

### The Proof is in Our Partnership

Experience first-hand how Adobe Experience Platform and LeapPoint can help your organization. Email [sales@leappoint.com](mailto:sales@leappoint.com) to learn more.

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