

Planning

Your single source of truth for marketing metadata

From ideation through execution – Workfront Planning is here to help you define and deliver a connected ecosystem of marketing data. Quickly identify gaps in your strategy, ensure you don't miss an audience or channel, and always deliver to plan. Workfront Planning is purpose built to connect workflows and deliver actionable insights that allow brands to deliver with speed and precision.

Benefits



Flexible | Structure work in alignment with your business goals



Scalable | Connect your enterprise strategy in one system



Integrated | Orchestrate plans across teams in a single solution

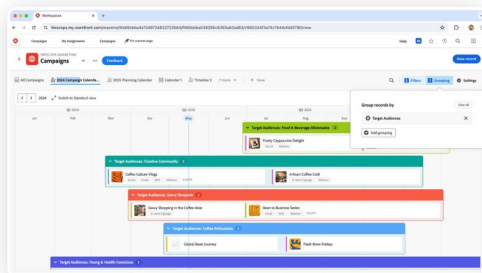


Connected | Move work seamlessly from planning to execution

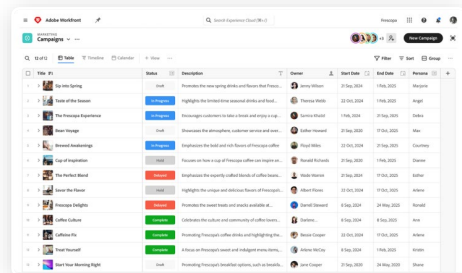


Visible | Ensure goals are visible enterprise-wide

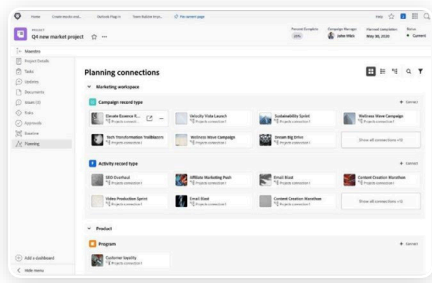
How we help/product capabilities



See the full picture, from strategy to execution
Gain end-to-end visibility into marketing operations across milestones, teams, and campaigns – helping align stakeholders faster and deliver plans with confidence.

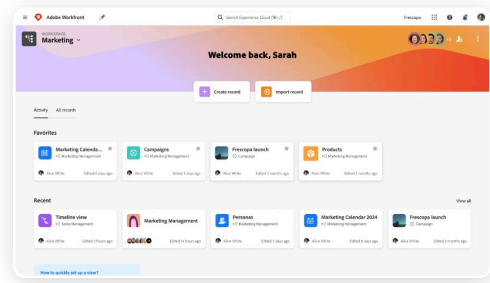


Turn campaign planning into action
Capture goals, define audiences, and map our campaign steps – all in one place. Share plans that are connected up to strategic initiatives and down to execution workflows that keep teams agile and aligned.



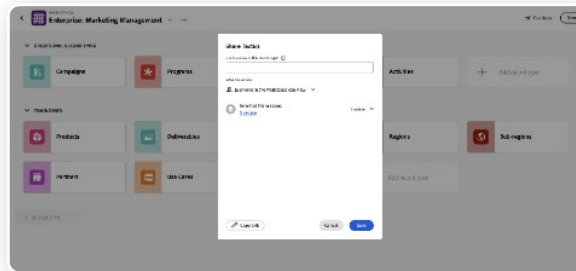
Ensure consistent, scalable campaign execution

Manage workflows, approvals, and metadata in one governed system of workflows – bringing structure to marketing operations at every stage to ensure consistent, scalable campaign management.



Plan and execute in a workspace that works for you

Build tailored views of your campaigns – combine plans, records, visualizations, and more in one flexible canvas built for marketing teams.



Control who sees what, and when

Set clear roles and permissions to protect sensitive data, maintain compliance, and ensure the right people are looped in at every step.

Adobe Workfront

Planning



Workflow



Automation & integration

Eliminate chaotic work practices, siloed communications, and disconnected workflows with the product Forrester has named a leader in Collaborative Work Management three times running. Workfront Planning will help you orchestrate work, deliver actionable insights, and execute at a greater speed.

To learn more, visit business.adobe.com/products/workfront.html