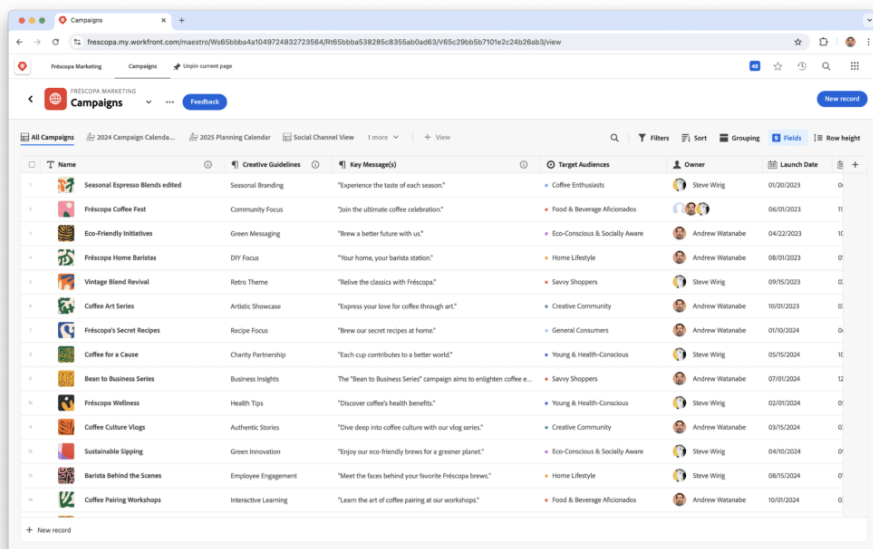


Adobe Announces Workfront Planning to Streamline Marketing Campaign Execution

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Adobe (Nasdaq: ADBE) has announced the general availability of Adobe Workfront Planning, a new offering designed to help marketers streamline their campaign execution processes. As part of Adobe Workfront, an industry-leading enterprise work management application, Workfront Planning connects fragmented workflows and data across marketing teams, providing actionable insights to drive faster and more efficient campaigns.

In today's fast-paced marketing landscape, marketers are under increasing pressure to deliver personalized customer experiences while maintaining resource efficiency. Workfront Planning addresses this challenge by creating a "marketing system of record," providing a centralized platform for defining and managing marketing work. This enables marketers to quickly answer questions about their campaigns, gain visibility into day-to-day operations, and streamline the planning and launch process.

Key features of Workfront Planning include:

- **Curated Visualizations:** The marketing calendar in Workfront Planning provides a clear and concise overview of active campaigns, allowing users to easily visualize timelines, target audiences, and project status.
- **Generative AI-Powered Brief Creation:** Marketers can leverage generative AI to quickly create campaign records and generate marketing briefs based on existing assets, streamlining the planning process.
- **Easy Record Keeping:** Workfront Planning helps marketers maintain accurate and up-to-date records of their campaigns, ensuring a centralized source of information for planning and analysis.

“The daily work of the modern marketer has become increasingly complex, as different teams charge forward on individual campaigns without much visibility into the efforts of their colleagues,” said Amit Ahuja, senior vice president, Digital Experience Business at Adobe. “The net result is fragmented marketing operations where too much time is spent trying to align programs and stakeholders, a problem Workfront Planning solves by providing a centralized solution to plan campaigns, deliver marketing briefs and orchestrate work across teams.”

Global brands have already adopted Workfront Planning to boost productivity and deliver more effective marketing campaigns. The new offering is also being used within Adobe’s own marketing organization to streamline planning and gain visibility into marketing activities.

Workfront Planning is available as part of the Adobe Workfront suite of products. For more information, please visit <https://business.adobe.com/products/workfront/strategic-planning.html>.