

Campaign Consistency Begins with Work Management

Centralized work management is key to launching and executing a successful project. But without standards creating a common data language across your teams and tools, you may miss out on the value this data can provide.

This is why Claravine partners with Adobe Workfront, a leader in work management for enterprise teams. With pre-configured Fusion Blueprints connecting Workfront data to The Data Standards Cloud, we make it easy to:

- Choose the right blueprint for each use case
- Customize your set-up to suit your teams' needs
- Adjust scenarios as you go



Adobe Workfront

Adobe Workfront helps teams connect, collaborate and execute complex workflows across key project phases. By connecting this data with Claravine, joint customers can create consistency across campaigns - benefiting content, marketing, analytics and more.

Chris Comstock, Chief Product Officer, Claravine

How does it work?

Your Workfront administrator can leverage one of our Fusion Blueprints to configure Scenarios that connect Workfront and Claravine data. Once The Data Standards Cloud receives Workfront data via API, the possibilities are bound only by your own imagination!

Generate the exact, standardized structure and format for naming conventions - like files, assets or campaign names - in a designated Workfront field. Or unlock access to Workfront data for teams working in The Data Standards Cloud, increasing alignment and facilitating operations and performance measurement.

Take Workfront Data to the Next Level



Move Faster

Say goodbye to manual naming and data sharing, automating steps and working faster than ever.



Simplify Collaboration

Accelerate operations with consistent data across work management phases - improving workflows and helping teams and tech to speak the same data language.



Measure Performance

Maintain attributes and IDs in your project data from content and creative through to campaign, so you can understand what works - and doesn't - faster.