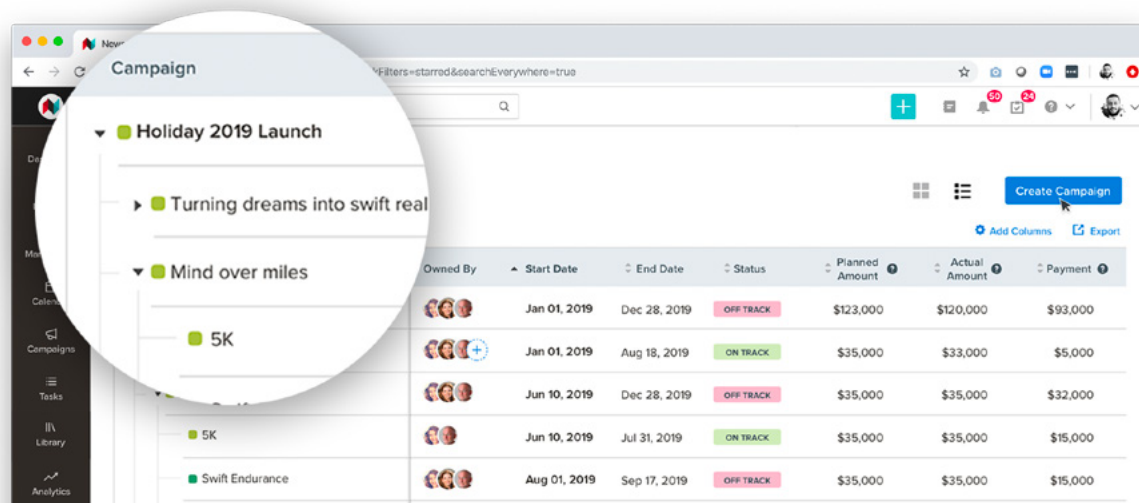


Integrated Campaigns

At the heart of every marketing effort is the drive to build brand equity and generate revenue.

But without a centralized solution, campaigns can suffer from inconsistent messaging, missed deadlines, and duplicative work — all of which contribute to suboptimal marketing performance.

To achieve desired business outcomes, organizations must deliver a unified content experience, and transform multi-channel initiatives into omni-channel campaigns. Rethinking the way marketing approaches campaign execution — by aligning teams, providing visibility, and facilitating collaboration across every function to plan, create, and measure the wide variety of content that is critical to campaign success.

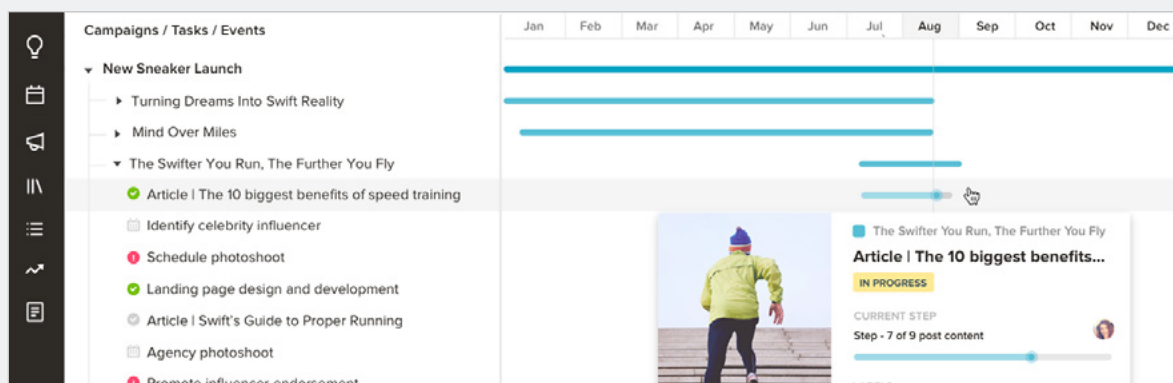


| Owned By | Start Date | End Date | Status | Planned Amount | Actual Amount | Payment |
|----------------|--------------|--------------|-----------|----------------|---------------|----------|
| [User Avatars] | Jan 01, 2019 | Dec 28, 2019 | OFF TRACK | \$123,000 | \$120,000 | \$93,000 |
| [User Avatars] | Jan 01, 2019 | Aug 18, 2019 | ON TRACK | \$35,000 | \$33,000 | \$5,000 |
| [User Avatars] | Jun 10, 2019 | Dec 28, 2019 | OFF TRACK | \$35,000 | \$35,000 | \$32,000 |
| [User Avatars] | Jun 10, 2019 | Jul 31, 2019 | ON TRACK | \$35,000 | \$35,000 | \$15,000 |
| [User Avatars] | Aug 01, 2019 | Sep 17, 2019 | OFF TRACK | \$35,000 | \$35,000 | \$15,000 |

Our Solution

Within Welcome's leading marketing work management software, the Campaigns module enables global teams to strategically plan, budget, create, distribute, and report on the content that supports their integrated marketing efforts.

By empowering every function to come together within a single workspace, marketing organizations operate as one and maintain shared visibility across every campaign. Ultimately, this helps improve team efficiency, maximize the impact of work, and increase the ability to generate marketing-attributed revenue.



Features



Global Campaign Dashboard

Manage complex projects in an intuitive, spreadsheet-like format — with drill-downs into all supporting campaigns, tasks, and budgets — to streamline campaign planning, while allowing teams to quickly pivot strategies, due dates, and owners. Customized views quickly surface important information and relevant work, ensuring visibility and alignment across global, distributed teams.



Centralized Campaign Workspace

Establish a single-source-of-truth for every campaign — complete with background information, participants, supporting assets, to-do lists, and activity updates — and collaboratively develop your campaign strategy, ensuring every team member is aligned on the priorities and empowered to meet deadlines.



Health, Progress & Performance Tracking

Monitor progress and measure campaign success using real-time team productivity and performance updates. With campaign-specific analytics, teams can track how much content is produced versus planned and identify opportunities to improve operational efficiencies, while attributing campaigns and content directly to revenue.



Strategic Campaign Configuration

Establish a global hierarchy by strategically architecting parent and sub-campaigns — ensuring all deliverables, progress, and analytics roll-up to the top for holistic, executive-level visibility. And, with the ability to share campaigns and assign flexible permissions to individuals or groups, teams can streamline collaboration and govern execution.

Benefits



Streamline Marketing Planning

Improve strategic planning by maintaining a comprehensive view of each marketing campaign and content initiative. With visibility into all activity on a single dashboard, marketing teams can manage campaigns, coordinate tasks, and facilitate content scheduling across various channels. Ultimately, Welcome helps unify marketing planning by bringing all campaigns, events, and supporting content together.



Accelerate Marketing Initiatives

Streamline all collaboration and feedback within a shared workspace, and enhance the efficiency and productivity of your marketing organization. Create campaign briefs to ensure everyone knows what to do and when to do it, and move seamlessly from planning into execution and workflows. Improve team productivity throughout all stages of the process to ensure deadlines are met — reducing time-to-market and driving higher-performing campaigns.



Ensure Global/Local Alignment

Align marketing efforts and integrate planning across global and local teams. By distributing approved templates, guidelines, and content, your organization can maintain brand control and facilitate consistency across every campaign. For international brands with multi-market presence, flexible permissioning enables global teams to maintain complete visibility while equipping local teams with critical resources to execute.



Enable Cross-Marketing Collaboration

Optimize how marketing teams work together by breaking down silos and inviting contributors from different teams, agencies, partners, or markets to work together in a unified space. By centralizing all campaign activity, marketing leadership can easily monitor progress and keep track of tasks and contingencies to ensure teams are not duplicating efforts, simultaneously increasing alignment and maximizing campaign impact.