

Aprimo Productivity Management

Improve Efficiency with Intelligent Work Management

Scalable Marketing Work Management

Streamline marketing collaboration so organizations can get content, campaigns, and experiences to market faster than ever.



CREATIVE

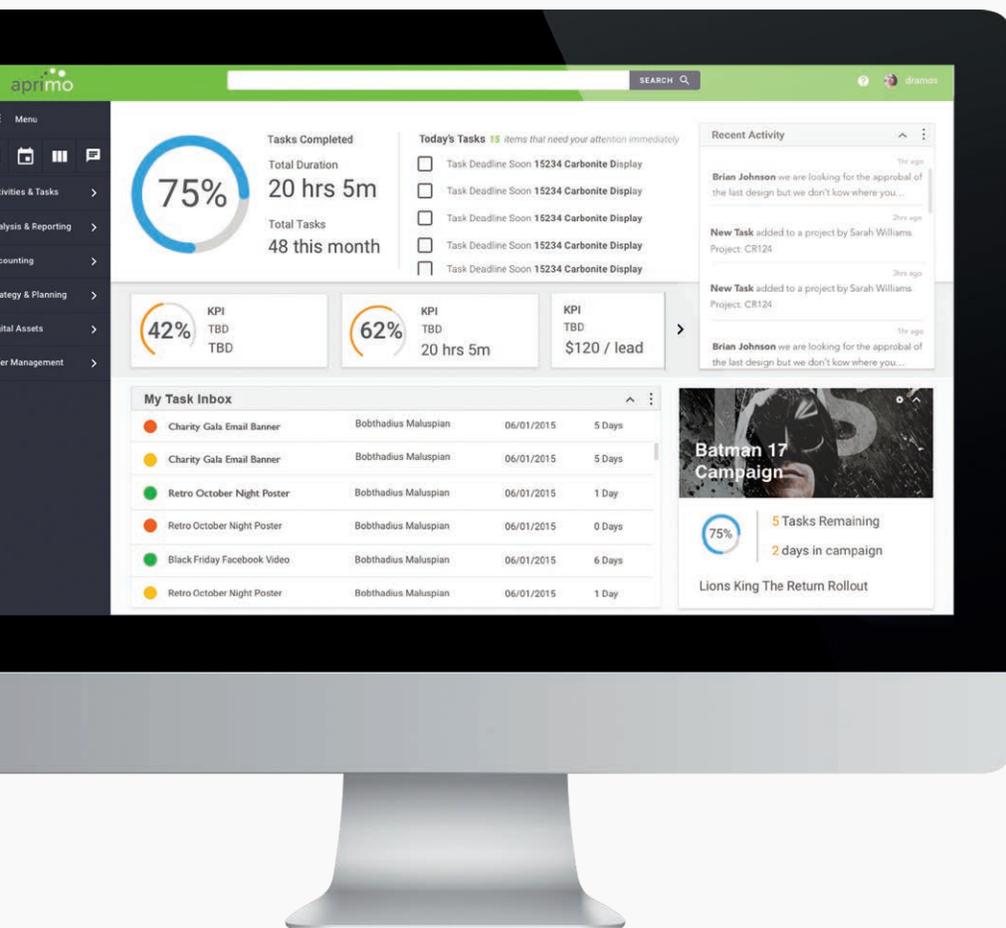
A central location for all creatives to collaborate on ideation, reviews, and approvals.

MARKETING

An Experience Command Center to manage global marketing, task management, and calendars.

ENTERPRISE

A single solution for enterprise groups to collaborate together to get on-brand experiences to market.



Intuitive collaboration, workflow, and resource management

Aprimo Productivity Management empowers marketers to eliminate their manual work and become more productive.

INCREASED SPEED TO MARKET

Get campaigns and content in market faster by centralizing management of all marketing activities.

IMPROVED COLLABORATION

Streamline collaboration with better management of resource & agency capacity.

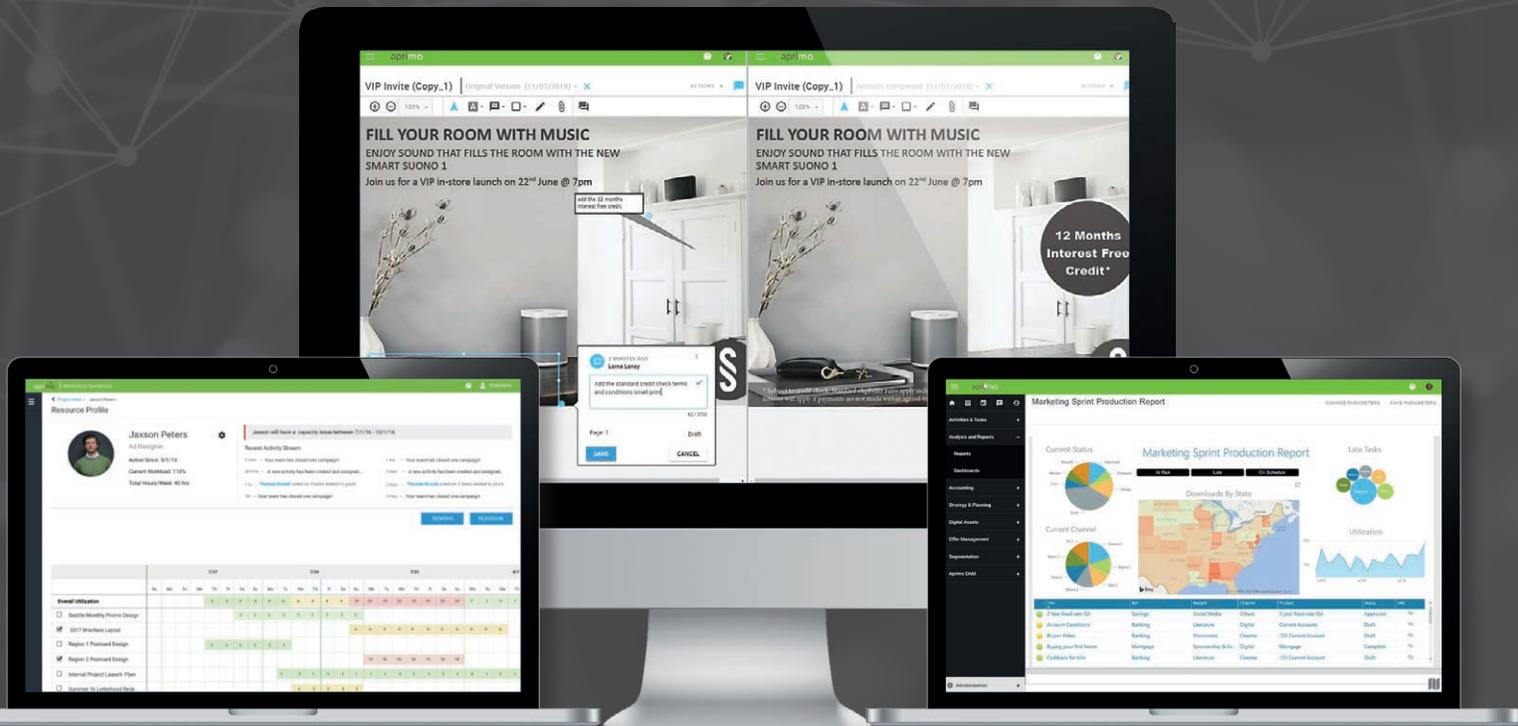
AUTOMATED PROJECT MANAGEMENT

Better prioritize tasks and collaborate on campaigns and content to enable true marketing and customer experience agility.

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.



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INCREASED SPEED TO MARKET

Better alignment of global marketing strategies with enterprise plans and resources

Global visibility into priorities

Link every activity to strategic goals so teams can be on the same page about priorities.

Easily assign and reroute tasks

Automate priorities and assignments to gain a single view into capacity and bottlenecks.

Consolidated view of all activities

Ensure deadlines are met and campaigns go out on time by utilizing a robust, centralized calendar.

ENHANCED COLLABORATION

Seamless collaboration to enable marketers get campaigns and experiences in market faster

More collaborative ideation

Digitize the creative ideation process by pinning ideas, enabling a dialog, then choosing and activating concepts to put into market.

Intelligent workflows

Automate and configure workflows to eliminate manual tasks and get to market faster.

Centralized reviews and approvals

Enable more collaborative reviews and approvals with centralized markup, annotations, and side-by-side reviews.

DATA INSIGHTS

Data-driven decisions to help teams become more effective and efficient

Real-time activity data

Access to real-time data on who's working on what, capacities, bottlenecks, and anticipated roadblocks.

Visualize operational data

Dashboards, reporting, and data visualization for marketing operations data, to see and correct inefficiencies.

Agency data

Gain insights into agency performance, like agency spend, hours, tasks, and ROI.

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