

servicenow

Tenon

Empower
marketers to
seamlessly
collaborate
with Tenon
Marketing Work
Management



Today's marketing processes are siloed, inefficient, and disconnected from the rest of the enterprise.



Enterprise marketers need a single-source solution rooted in efficiency and cross-functional visibility to manage, track, and collaborate at scale.

Until now, marketing teams have been operating on an island. Manual tasks and siloed marketing tools make it difficult for stakeholders to have a clear view of marketing processes and their business outcomes.

Moreover, disparate technology makes it nearly impossible to build a foundation of repeatable work that drives efficiency and consistency. Without the right structure and technology in place, marketing teams struggle to manage campaign performance and track KPIs. This results in frustrating experiences and difficulty in proving the value of their services.

Tenon Marketing Work Management bridges the product gap within ServiceNow, empowering marketers to seamlessly collaborate with the rest of their organization while gaining unparalleled visibility into their operations.

Leverage a single-source marketing solution built on a platform you trust

The lack of ServiceNow-specific marketing solutions and poor visibility into marketing processes pose a significant challenge for organizations. With Tenon Marketing Work Management, built on ServiceNow, enterprises can streamline their marketing workflow and improve cross-functional alignment, enabling them to achieve their strategic goals.

Transform marketing workflows for the better—make them simpler, more seamless, and more efficient.



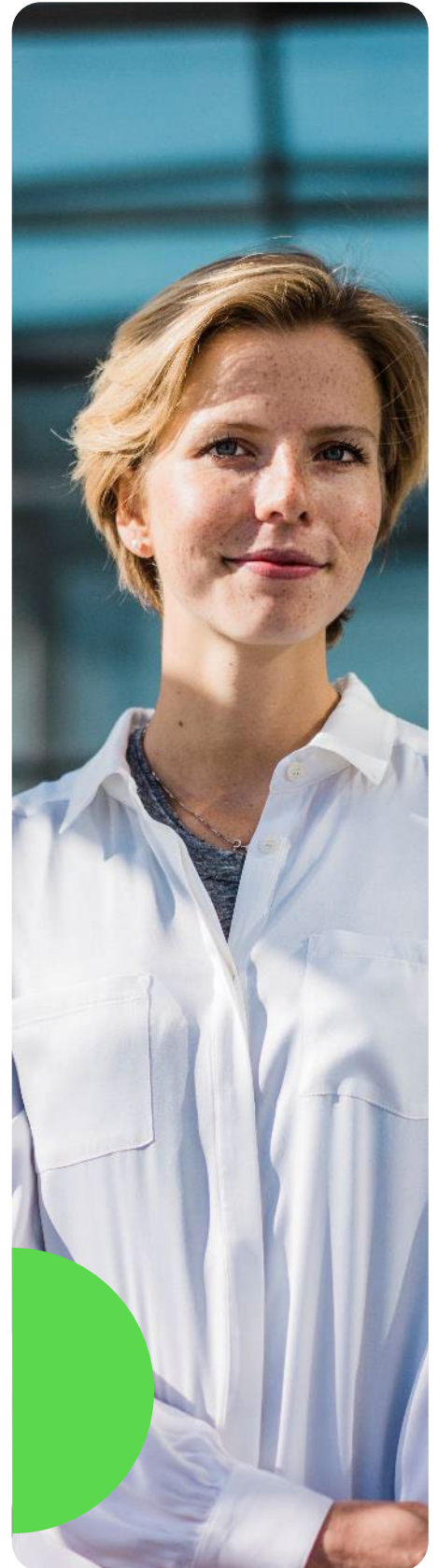
Connect with a solution built on ServiceNow—for marketers, by marketers—for seamless connectivity and control.



Rely on a native-certified, ServiceNow platform to solve inefficiencies and enable collaboration.



Empower your marketing team with a solution that is backed by ServiceNow Ventures and is part of the ServiceNow Center of Excellence.



Gain unparalleled visibility into your marketing operations

Siloed operations make it difficult for marketers to work efficiently—putting employee engagement and productivity at risk.

Tenon Marketing Work Management can help you elevate experiences by serving as a single-source solution that simplifies work and connects processes across the organization.

Power the flow of marketing by breaking down silos with real-time, in-depth insights into marketing activities and operations.



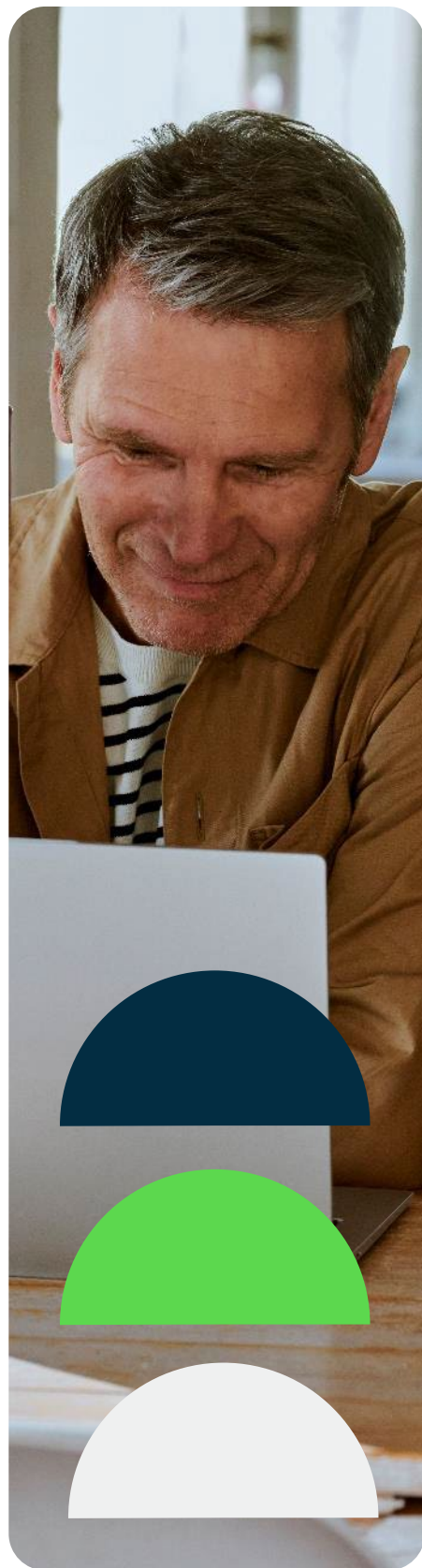
Integrate work across siloed channels (email, Slack, Teams, phone calls, etc.) to enhance speed and improve quality of output.



Gain detailed visibility into all marketing activities, campaigns, and tasks across the organization.



Monitor key marketing metrics and gain reliable, action-oriented insights to help prioritize strategic initiatives in real time.



Increase collaboration and cross-functional alignment

Staying aligned with key stakeholders can be difficult, especially when working in silos. With Tenon Marketing Work Management, marketing teams can organize all their work with speed and accuracy—gaining visibility across the enterprise.

Orchestrate campaigns, collaborate with team members, and stay aligned on project deadlines and goals—all from one easy-to-use solution.

Achieve an interconnected organization by collaborating with other departments to get work done like never before.



Seamlessly connect marketing departments with global business services.



Gain quality and speed by integrating work management tools within the marketing stack.



Provide self-service, marketing templates, and resource capacity tools that improve worker efficiency and sentiment.





Connect stakeholders and intuitively help marketing teams produce positive business outcomes.

ServiceNow and Tenon empower marketing teams with the tools they need to streamline workflows, improve cross-functional alignment, and achieve their strategic goals more efficiently and effectively than ever before.

[Learn More](#)

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