Welcome Customer Case Study

Reinventing Content Planning, Brand Compliance & Creative Request Management — at Scale

💎 The Goal

Enhance collaboration & accelerate execution by eliminating tech stack redundancies and complexity caused by internal tools.

❓ Challenges

» Internal teams lack visibility into the content landscape, leading to content & resource waste.

» Brand governance teams provide little transparency into asset approvals, resulting in non-compliant brand assets.

» Creative services team relies on manual processes & homegrown tools for managing requests, slowing execution.

✅ Solutions

+ **Timeline Calendars** to provide holistic transparency and facilitate longer-term, cross-agency planning for campaigns.

+ **Work Requests** to automatically route and collectively prioritize inbound requests from global stakeholders.

+ **Workflows** to govern the production of assets with proper review and brand approvals, ensuring compliance.

📊 Results

1000s
of users submitting **brand and compliance requests**

20k+
assets reviewed, proofed, and submitted

$10M+
worth of ad creative **budgeted and tracked**

> *Welcome* is the hub of our brand ecosystem, for all of our content marketing globally, helping us orchestrate and deliver exceptional customer experiences.
>
> **Digital Transformation Lead**

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