

Why Estée Lauder Switched from Workfront to Wrike

Estée Lauder initially chose Workfront to help them manage their creative operations and projects. But after a year and a half of low adoption rates, the Creative Center of Excellence at Estée Lauder began looking for an alternative.

"We wanted to have more automated project management, more transparency between our various creative teams between regions and global. We needed a tool that's more fit for that purpose," states Wolfe.

Estée Lauder considered other popular tools like Asana and Microsoft Projects, but Wrike's collaborative work management solution was identified as the winner.

Easier to use

"Creatives want their UI to be clean, intuitive, and easy to use like Wrike. They don't want something bulky, clunky, or slow."

Better functionality

"It's easy to initiate and load projects in Wrike, which is helping us avoid the adoption issue we had with Workfront."

More flexibility

"Each of our 30 brands has their own way of working. Wrike gives us consistency across our enterprise so we can report properly, but also allow for individualization."

Stronger insights

"Having a way to visualize and report how our creative teams across brands and regions are performing and identifying which stages of our processes need fixing is helping us use data to improve."

ESTÉE
LAUDER
COMPANIES

Jessica Wolfe

Vice President of Tom Ford Beauty Global Marketing For the Estée Lauder Companies

Key Wrike features

Extension with Adobe AEM and DAM

Centralized reporting and dashboards across global teams

Intuitive UI and easy-to-use native proofing tools



Accelerate work that matters most



Why Wrike Beats Workfront

For CMOs and Marketing Departments



The Real ROI of Wrike



F5 Networks increases on-time deliveries by 33%

“One of the major reasons why Workfront wasn’t working for us was the low adoption rate (13.75%). Because of that, we could not physically see everything that was in our pipeline. We were able to ramp everyone up in Wrike after just 30 minutes of training.”

— **Patricia Davis**, Manager of the PMO
Switched from Workfront to Wrike in 2015



Fitbit saved 400 hours/year with streamlined approvals

“All our external feedback and internal reviews are consolidated in Wrike. The whole process helps us make sure everything is acknowledged and properly understood. We have far less stakeholder meetings or feedback review and clarity meetings than we used to.”

— **Bryne Roberts**, Director of Creative Operations, Fitbit
Assessed Workfront, but selected Wrike



Miles Partnership chose Wrike twice

“Wrike impacts our speed of decisions because we have more information in real time than with Workfront. Being able to see planned effort against actual effort and combining that with some reporting is wonderful.”

— **David Laffitte**, Operations Director, Miles Partnership
Switched to Wrike after 5 years with Workfront and through 2 acquisitions

Wrike vs. Workfront Comparison

	Wrike	Workfront
User Experience	Modern, intuitive design	Outdated UI
Work Management	Easy to start, structure, & complete work across teams	Most structured, most rigid CWM on the market
Proofing, DAM, & Insights	The only CWM with integrated insights, bringing performance metrics from 40+ martech tools into one view.	No integrated insights. Poor integration with proofing tool.
Resource Management	Workload, utilization, demand planning, effort allocation, & timesheets	Available, but difficult to use and overkill for most teams
Analytics & Reporting	OOTB project reporting available, or add advanced analytics	Many reporting types, but seasoned managers will spend time exporting to Excel
Security	Industry-only cloud data security, an EU data center, & extensive encryption controls	Average when compared to CWM market. Lagging in cloud strategy.
Integrations	400+ native integrations	Limited native integrations
Scale, visibility, & collaboration	Cross-tagging increases work visibility & team alignment	Consistently low adoption rates due to complexity

Wrike Features Marketers Love

Wrike offers unique functionality that helps marketing teams work smarter, so they can accelerate work that matters most. More scalable and flexible than Workfront, Wrike makes it easy to centralize and streamline work, strengthen collaboration, and give your marketers the visibility they need to work better.

43%

of marketers report Wrike helps them cut asset review and approval times in half

75%

of marketers have seen a significant improvement in quality and consistency of work with Wrike



Streamline planning and project kickoff

Establish program objectives, align resources, and automate project requests and assignments. With Wrike, it’s easy to get everyone on the same page from the start.



Create templates and automate administration

Empower your team to focus on strategic and creative tasks instead of busywork. With Wrike, you can create project templates to automate repetitive workflows.



Get work done in one platform

Give your teams everything they need to deliver great experiences and better creative all in the Wrike platform. No need to switch apps for scheduling, communicating, or sharing.



Customize your approach

Tailor your Wrike experience to the needs of your team, your projects, and your scale. Plus, each individual can customize Wrike for the way they work best.



Provide feedback and coordinate approvals

Review creative assets and provide actionable feedback without ever leaving the platform. And the automated approvals process eliminates bottlenecks.



Focus on results

Connect strategy with execution by giving your team a view of the big picture and the ability to drill down into the details at every step in the process. Expand on our basic functionality with data-driven insights and the ability to automate integrations with 40+ popular marketing and sales tools.



Launch campaigns and evaluate quickly

Share approved assets efficiently and quickly kick off campaigns across channels and geographies. Wrike makes it easy to measure performance and identify opportunities.



Forrester Wave awarded Wrike the highest possible score across 15 criteria, adding that “Wrike outpaces its competitors.”