INTUIT   Levi's   NETFLIX   EQUINOX   twilio

Cutting-edge marketing teams run on Airtable

Marketing teams around the world use Airtable to take the chaos out of managing work. From campaign planning, to objective setting, budgeting, resource management, and more, Airtable's platform helps Marketing leaders deliver amazing experiences, and ambitious outcomes at scale. These are some of their stories.
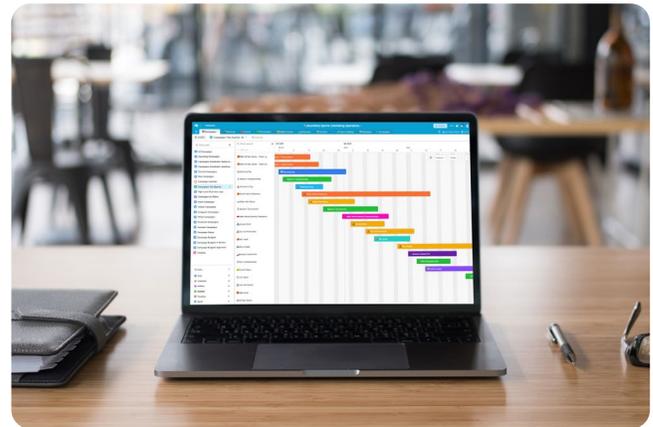
Airtable lets you do your work, your way. Using our connected apps platform, your team can build their own workflows and processes, based on best practices from leading organizations, for virtually any Marketing use case, including:

- Campaign planning
- Objective setting
- Budgeting
- Resource management
- Content distribution
- Analytics & reporting

See it in action

Airtable

BET★

Bringing the red carpet treatment to millions

Using Airtable, BET was able to consolidate information from 5+ tools into one united content plan that every stakeholder could reference. That helped them streamline communication—and put the focus back on producing content for their 9M+ unique monthly site visitors.

"Once we all got onboard with Airtable, it completely changed the game for managing our projects and campaigns. Our content plan went from a document that was only helpful to me to a resource that is used by everyone on the team."

Candace Grevious
Digital Content Manager,
BET

"Today, anything that comes up in a meeting with the C-level, I can address right on the spot. I don't have to call anyone on my team. I don't have to ask anyone to make a PowerPoint. All of the information is there right in front of me.

We've built greater trust with the executive leadership team because we have data at our fingertips like we didn't before."

Stephanie Hartgrove
VP Global Communications,
Baker Hughes

Baker Hughes

Spearheading communications through transformation

As Baker Hughes went through a company-wide transformation, they needed to send a consistent message to their 55,000+ employees around the world—and do the same externally. When they launched employee comms on Airtable, it exploded: 6 different teams adopted it for calendaring within the first month, resulting in a unified comms calendar for the entire company. It then spread into crisis comms, social media management, event management, and much more.

Airtable

90%
of manual data entry eliminated

Entertainment powerhouse reaches new levels of efficiency

Before Airtable, this multinational entertainment and media leader tracked marketing asset production across 5 unique, siloed sources. Managers and stakeholders struggled to find even basic information around marketing asset production; updates on content pipeline and delivery timelines took hours of sleuthing and meetings to track down. Using Airtable, they were able to build a flexible, fully customized resource: one that let them standardize their production processes, consolidate all 5 legacy information sources into one source of truth, increased transparency by 90%, and cut down 90% of manual data entry in the process.

$2.6M
saved in operational costs

How a global media provider saved $2.6 million

With Airtable, this global media provider more than tripled the velocity of campaign launches (3.4x) compared to its previous process built on spreadsheets and project management tools. Within one year, the team saved more than 50,000 hours of manual work with Airtable—equivalent to 25 full-time employees—by eliminating duplicate work, and minimizing tasks like status updates and report creation. To date, they estimate that they've saved nearly $2.6 million in operational overhead with Airtable.

80+
hours of manual work saved a month

Clothing retailer rallies Marketing around a unified production flow

Slow production and misalignment across pre-production, production, and post-production teams was causing consistent, repeated campaign delays. After struggling to juggle a combination of spreadsheets, work management software, and email, they consolidated their operations into 2 Airtable bases that covered everything from campaign planning to launch. With their new workflow, they estimate they save more than 80 hours per month across the Marketing department.

20%
decrease in production time

Software company drives operational efficiency at scale

According to a leader of this Fortune 500 software company, Airtable "turns creative aspirations into value." Airtable helps the organization accomplish its ambitious production goals through optimized systems instead of additional headcount. And that bump in operational efficiency improves top-line and bottom-line results. Since implementing Airtable, the organization has seen a 20% decrease in production time, 80% reduction in manual entry, and 2x increase in transparency across teams.

10
hours saved for every campaign launch

How a streaming provider streamlined content planning

The Marketing team at this streaming providers reaches millions of people every month—but before Airtable, getting content in front of their audience was a reactive, challenging process. With a manual content planning workflow, and a disorganized asset repository, their global team spent hours of work chasing down assets and manually organizing them. Using Airtable, they were able to build an asset repository and custom social sharing app to streamline content planning across their global team, saving 10 hours of work per campaign launched.

COLE HAAN   amazon   TIME   meredith   A+E NETWORKS

Want to learn more about Airtable for your Marketing team?

Watch demo   **Contact sales**

Airtable