

# High-performance Marketing Teams Run on Wrike

## **IDEATE & PLAN** *It all starts with the request that sparks your creative journey*

- Prioritize, manage and track work intake using [Request Forms](#)
- Get unique data points by [mapping responses](#) in a request form to existing Custom Fields
- Make it available via [URL](#) for non-Wrike users, no authentication required
- Allocate available resources for each new project using [Effort Allocation](#)

## **CREATE & PERFECT** *Bring your inspiration to life with Wrike's Extension for Adobe® Creative Cloud®*

- Add comments to a specific area of a digital image or document
- Get an actionable feedback and faster review & approvals for attachments you are working on
- Bring transparency to the review process while keeping everyone accountable
- Works everywhere you work (from your desktop, mobile or tablet)

## **REVIEW & APPROVE** *Keep productivity and creativity flowing with faster [Review and Approval](#)*

- Add comments to a specific area of a digital image or document
- Get an actionable feedback and faster review & approvals for attachments you are working on
- Bring transparency to the review process while keeping everyone accountable
- Works everywhere you work (from your desktop, mobile or tablet)

## **LAUNCH & REPORT** *Track performance and deliver your best with real-time [Reports](#)*

- Create custom [Dashboards](#) to stay up to date on priority tasks in real time and track the progress
- Build your own [custom report](#) using various criterias and groupings
- Stay always prepared for meetings by [scheduling reports reminders](#)
- [Share reports](#) with collaborators to keep your customers up to date

## **USEFUL MATERIALS** *Learn More [Visiting Our Help Resources](#)*

- [Effective Resource Allocation within Wrike](#)
- Learn how other marketing teams are using Wrike: [TGI Fridays](#), [Lightspeed POS](#), [SoFi](#), [Stitch Fix](#), [Airbnb](#)