

# Aprimo Idea Lab

Quickly move from ideation to planning, creation, and distribution of marketing campaigns and experiences.

Collect and share your early-stage ideas



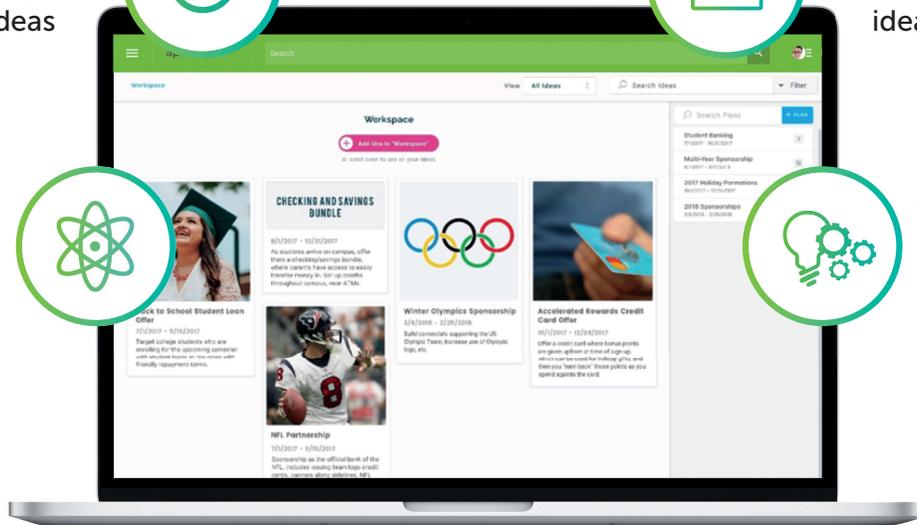
Flexible planning capabilities help bring ideas to market



Dynamically collaborate on new ideas



Connect finalized ideas into actionable marketing plans



## CAPTURE & SHARE YOUR IDEAS

Many marketing and creative groups today struggle with the ideation process.

Ideas are often created and shared on whiteboards, sticky notes, shared documents, or during ad hoc meetings. Aprimo Idea Lab helps marketing and creative teams better facilitate this early-stage ideation process. The solution provides a visual canvas to help quickly create ideas and decide which ones should move into market.

## WHY APRIMO IDEA LAB

Aprimo Idea Lab supports the ideation process across multiple groups, from creatives to marketers to agency partners. Built on the Aprimo platform, Idea Lab is the only ideation solution on the market that connects into best-of-breed marketing work management, marketing budgeting and spend management, and digital asset management solutions. This capability enables enterprise marketing groups to bridge the gap between ideation and the planning, execution, and management of experiences.



Get the advantage



## APRIMO IDEA LAB FEATURES

### Workspace

View all in-flight ideas within an idea canvas

Share ideas with others

Save promising ideas for future campaigns

### Collaboration

Easily provide actionable feedback and input on ideas via comment threads

Comment on each part of the idea—from proposed dates to target audiences

Tag and notify other users to join the discussion

Vote on the most feasible ideas

### Creative Calendar

A creative view of all in-flight ideas

Enable teams to easily export a visual view of the plan

### Planning Calendar

Lay out your ideas by quarters, months, or weeks

Search and display the calendar by channel, campaign, and target audience

Easily adjust dates if your plans change

Integrate with Aprimo's Marketing Productivity solution to take ideas from concept to planning, budgeting, and creation



Aprimo Idea Lab is an intuitive and flexible ideation tool made specifically for marketers, content agencies, and creative minds. To learn more, visit [aprimo.com](http://aprimo.com)

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