Airtable for Content Operations

Airtable eliminates the chaos of content operations at scale, so teams can focus on the creativity that truly sets them apart. See how Airtable empowers content teams with dynamic workflows so they can seamlessly manage every stage of the content lifecycle and deliver high-velocity, high-quality work.

How Airtable Supports Every Stage of the Content Lifecycle

EC. 202	Plan Campaign and Launches	s 1	Sync Data Across Systems	2	Produce and Track Assets		Assign Work 4		
Ð	Easily add collabo and import data		Bring in data from t such as titles and l		Understand sta content and ov each task stag	wner at	Measure resource availability based on work assignment		
	View campaigns in calendar, Gantt, ar views		Roll up data from d teams with multi-s		Easily filter acr thousands of a	OSS	Stay on track with automated email digests		
	te Approvals eviews 5	Update S on Progr	Stakeholders 6) Distribute Into Chan		Measure and Impro			
			e and automate th Page Designer	Push updat Twitter, Hoo	es to Facebook, otsuite, etc.		ontent velocity, llocation, and ffort		
	mments and tions to visual assets		nstall dashboards ne data insights	Connect Ai systems via	rtable to other APIs	letamone			

The Airtable Difference

Content operations teams need more agility and adaptability than ever before due to constantly changing content, campaigns, collaborators, and more. Airtable is a highly visual, flexible database that empowers teams to keep up with change by ensuring all your data is centralized and in sync.

Teams can view, analyze, and build workflows around truly up-to-date info in the ways that work best for them, streamlining every phase of the content lifecycle.





Drill into efficiency and impact

Enable everyone to view data in the ways that best meet their needs with customizable dashboards and real-time visibility into content progress and KPIs.

									••	
 Global Marketing Campaign Das 	hboard				+ insta	dlablock				
 Q2 Campaign Laurches by Brand • 	8	Monthly Car	paign Spend by Brand +		mpaign Spend by Geo 🔹	Mor	Monthly Campaign Spend by Geo +			
	~	Surt Total Public (Thorsands)		Annual and annual and annual ann		ben Tool hold	2018-00 2018-13 2018-11 Core 5	2019-12, 2030-01	DMEA Anac Anaricas	
Gantz Global Campaigns & Depand	ancies + 3 2019 G4 201 9						Zaam	Quarter - Today	< >	
I his sense heads had records	October 7	м р	Neuenber 28 4 11		December 2 9 15	22 4		15 %		
Americas Athena Yoga app		American Athena Yoga a	pand Down Forit All						9	
Americas Athena Running _			Americas Athena Running accessories	Headbard					<u> </u>	
Americas Hera Basketball			American (Hera) Bookethall shoes (Leap							
AFRC Hera Training shoes			AFAC (Here) Training shoes (Go For It							
EMEA Zeus Training acces		-	DMEA Zous	Training accessories High Resist.	ance					
EMEA Athena Soccer shoe			EMEA Alhena Soccer shoes Fex							
EMEA Zeus Running appar			-	DMEA	Zeus Running apparel Sun Salutation					
ARRE Hera Training shoes			APAC (Hera)	Training shoes Go For it						
Americas Zeus Yogo appar					Americas Zeus Yaga apparel Dr	-				

Work smarter with automations

Spend less time on repetitive work with automation templates. For example, keep project stakeholders informed and on track with the email digest automation.

	Create a custom automation		Campaign key	Status	Platform	Campaign	Results
Å	Define an event that initiates a notification, an update to your base, and more.	Create	Facebook-	Live	Facebook	homeowners	Running
۰.	Send a Slack message When a record is updated in Content	Create	2019-08-02				
	production, send a Slack message.		Google-	Live	Google	homeSecurity	Running
-	Post to Twitter When Publish date is today, post to Twitter.	Create	homeSecurity- 2019-08-10				
¢.	Send a weekly digest At 4:00 pm Monday, email records where Section is Feature.	Create	Twitter- homeforHolidays- 2019-11-18	Planned	Twitter	homeforHolidays	
+	Create a new record When a Google Sheets row is created, create a record in Content production	Create	Facebook- earlyAdopters- 2019-10-09	Planned	Facebook	earlyAdopters	

Let your data do the work

Move beyond manual data sharing with data synchronization. Instantly sync data —such as content calendars and campaigns — across teams and tools to eliminate duplicative work. Enable teams to share and enrich data with a link, or collaborate on a shared view of table data.

	Venues	E	vent Marketing				Venues	vent Planning		
Marketing	0 🗄 Summary	-				Grid View				Operation
Team	Name	Venue photos	Address	Notes		Name	Venue photos	Address	Notes	Team
	1 Hamachi Sushi		770 Taber Place San Francisco, CA 94107	Jasmine suggested this restaurant and said it was great ambiance for this type of	 1	Hamachi Sushi		770 Taber Place San Francisco, CA 94107	Jasmine suggested this restaurant and said it was great ambiance for this type of	
	2 Jordan's Stakehouse		105 Margrave Place San Francisco, CA 94133	Great restaurant for a small group dinner as we can book the private room	2	Jordan's Stakehouse		105 Margrave Place San Francisco, CA 94133	Great restaurant for a small group dinner as we can book the private room	
	Oikos Mediterranean		90 Maiden Lane San Francisco, CA 94108	Selected this venue to test out having a meetup at a restaurant. Currently booked the outdoor	 3	Oikos Mediterranean		90 Maiden Lane San Francisco, CA 94108	Selected this venue to test o having a meetup at a restau Currently booked the outdoo	E'
	4 Porchcam SF Office		49 Powell Street San Francisco, CA 94102	Office can host events from up to 75 people, though we'll need to get explicit approval to	-4	Porchcam SF Office		49 Powell Street San Francisco, CA 94102	Office can host events from up to 75 people, though we'll need to get explicit approval to	
•	5 Rose Pavilion	All and A	314 Tandang Sora Street San Francisco, CA 94107	Large multi-purpose event space	 5	Rose Pavilion		314 Tandang Sora Street San Francisco, CA 94107	Large multi-purpose event space	
	6 SF Conference Center		1000 Beale Street San Francisco, CA 94105	Extremely large conference center (generally hosts events for up to 10,000+ people)	6	SF Conference Center		1000 Beale Street San Francisco, CA 94105	Extremely large conference center (generally hosts events for up to 10,000+ people)	

Trusted by 250,000+ of the world's leading companies

NETFLIX

shopify

AUTODESK.

A+E

COLE HAAN

Ready to transform your content workflows?

TIME

Learn more about Airtable for Content Operations or contact your Airtable sales representative.



airtable.com