

## AtTask Launches New App for ExactTarget HubExchange

SILICON SLOPES, UT — September 17, 2013 — Digital marketing teams play a vital role in marketing departments—driving leads that turn to sales and nurturing existing customers. [AtTask](#) launched a new app for [ExactTarget HubExchange](#), [improving team productivity with marketing work management](#).

AtTask is excited to partner with ExactTarget to offer a solution that helps solve the problems that digital marketing teams face daily,” said [Eric Morgan](#), CEO of AtTask. “AtTask enables teams to take in and prioritize work requests, visually see work, and coordinate and collaborate in a single tool so that they can execute digital campaigns on time. No other solution can do that all in one place.

Traditionally, digital marketing teams have not had one tool that manages campaign requests, day-to-day work, asset approvals and development, and team collaboration. Now teams that already use ExactTarget for campaign management and execution can rely on AtTask for campaign work management—bringing the best of both worlds together with a single log in. With AtTask, teams will have a solution that provides:

- **Single place for all digital campaign work requests** - Instead of requests coming in from every where, one system provides ultimate visibility at every level, freeing digital marketing teams to focus on the right work, at the right time.
- **End-to-end marketing work lifecycle management** - One system manages the entire lifecycle of marketing and campaign work from initial request, prioritization, and planning through coordination, delivery and measurement.
- **Unified collaboration** - One system that combines the power of social within the context of marketing and campaign work, from projects, tasks, documents, approvals, and work processes.
- **Campaign Asset Development and Approval** - All versions of assets are tracked and managed in a single tool, ensuring that the team is always working with the most current version.

AtTask for ExactTarget HubExchange brings Marketing Automation and Marketing Work Management together to help manage the end-to-end multi-channel digital campaign lifecycle. The AtTask solution will be available soon on the recently launched ExactTarget HubExchange Central.

HubExchange is ExactTarget’s app marketplace that enables technology providers to build and deliver integrated applications within ExactTarget’s Interactive Marketing Hub. Much like a consumer purchases and downloads apps on a smartphone, HubExchange enables marketers to access and install ExactTarget and third-party developed digital marketing apps, making it easy to integrate new features or marketing solutions to power marketing campaigns from within ExactTarget.

To learn more about HubExchange, visit [www.HubExchange.com](http://www.HubExchange.com).

To learn more about the benefits of the AtTask Marketing Work Management solution, visit [www.attask.com/marketing](http://www.attask.com/marketing).

### About AtTask

AtTask is the only provider of cloud-based Enterprise Work Management solutions for enterprise teams. This provides a single, central place to better manage and control the chaos of enterprise work, which improves visibility and productivity by eliminating wasted time dealing with fragmented, siloed tools and processes. With AtTask, teams, managers and executives receive visibility into work planning, prioritization, resourcing and sequencing to help everyone work more efficiently toward achieving the organization's goals. AtTask has a broad range of Global 500 and other enterprise customers, such as Nike, Cisco, ABC, ESPN, 3M, and Trek. To learn more, visit [www.AtTask.com](http://www.AtTask.com) or follow us on Twitter [@Workfront\\_Inc](https://twitter.com/Workfront_Inc).

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