

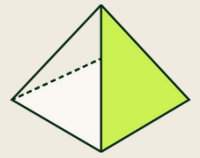


Your Marketing Solution

CRAFTED TO LAST

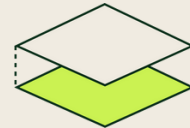
Built on ServiceNow®

FOREWORD



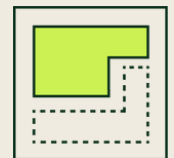
At Tenon, we're driven by a singular objective: to transform how enterprise marketers work.

Why? Because we know the value marketing brings to organizations, but all too often, marketing is left on an island with little connection to the greater organization.



Our commitment lies in enhancing marketing throughout the organization, equipping marketers with tools to foster better collaboration within teams and across the enterprise. Our goal is to drive visibility, provide support, and demonstrate the value of their efforts.

Crafted by marketers for marketers, we approach our solution with the creative energy and empathy that matches a marketer's passion for creativity and results.



Built on ServiceNow®, Tenon leverages the built-in security, compliance, and trust expected at the enterprise level and provides a unified solution allowing marketing teams to plan and execute campaigns from start to finish.

We're excited to connect with you — read on to learn more about Tenon and our vision for the future of marketing work.



Team Tenon

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THE MARKETER'S



MISSION

Drive Results

From engagement to impressions, loyalty to lead generation, modern marketers are tasked with delivering measurable results.



Build a foundation for **LASTING MARKETING SUCCESS.**

For modern marketing teams, the mission is clear: authentically connect with audiences, deliver value, and drive meaningful outcomes. If only it were that simple! But modern marketing is anything but straightforward.

In today's ever-evolving landscape, marketing teams are faced with an endless array of complex challenges: aligning priorities, justifying spend, learning new technology, uncovering new channels, and executing impactful campaigns – just to name a few.

And we haven't even addressed the many obstacles that stand in the way of success: unclear company objectives, limited resources, and disjointed solutions that were not created with marketers in mind.

So how do we construct a marketing model that breaks down these barriers and maximizes momentum?

At Tenon, we believe the key lies in connecting three vital components: people, process, and technology.

This alignment creates a marketing structure ready for anything and built to last.

**WHEN MARKETING IS
ALIGNED, EVERYONE WINS.**

Read on to learn how the Tenon solution was built to bridge the gap between marketing functions and the greater organization →

OUR VISION



& STRATEGY

/'tenən/

The mortise and tenon connection is one of the simplest, oldest, and strongest joints used to connect and build.

It's time to create.

OUR VISION

At Tenon, we're on a mission to provide marketers with the tools they need to streamline marketing work from start to finish. Our vision is to create a single solution that allows marketers to align processes, accelerate creativity, and connect to the greater enterprise.

Ben Person

Co-Founder & CEO



During my time as a CMO, I realized marketing is no longer a standalone function. I saw firsthand the chaotic nature of executing marketing projects and experienced the pain marketing teams go through day-to-day with rapidly changing priorities, inefficient processes, manual follow-ups, and fragmented information.

What I didn't see was a solution that was specifically built to solve these challenges. That was the catalyst for creating Tenon — elevating marketing across the organization on a platform trusted by enterprises. And it's what I'm so excited to share with you all.

Ben Ivers

Co-Founder & Chief Product Officer



As a solution architect and implementer for top martech products, I've always been inspired by software that intuitively elevates work and drives positive results.

That's what led me to co-found Tenon — the realization that the lack of ServiceNow-specific marketing solutions and poor visibility into marketing processes pose a significant challenge for organizations. By building a solution customized for enterprise teams, we can create something that's not only intuitive and relevant, but the key to helping marketing organizations hit their objectives like never before.

It's time to connect.

OUR STRATEGY

Today's marketers are tasked with delivering ROI like never before. But all too often, lack the processes and technology to turn strategy into success. Tenon is the connection: accelerating campaigns, enhancing collaboration, and providing insights to streamline work from start to finish.

PLANNING & PROCESSES

Create a strong foundation for marketing work with:

- Campaign, project, and task organization
- Marketing templates
- Capacity planning

COLLABORATION & VISUALIZATION

Keep stakeholders connected and status understood with:

- Interactive activity stream
- Marketing calendars
- Campaign roadmap

AGILE MARKETING

Simplify campaign complexity and drive alignment with:

- Kanban boards
- Agile standups
- Retrospectives

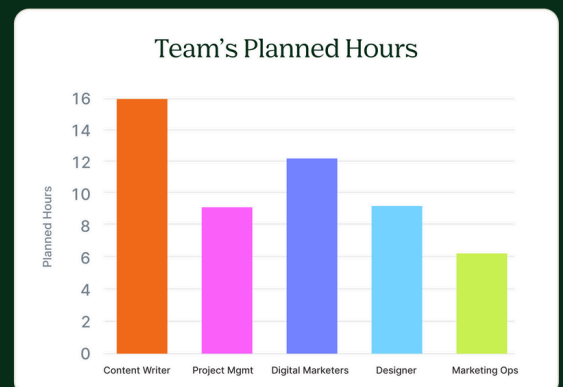
GOALS & REPORTING

Create milestones and enable data-driven decisions with:

- Goal setting
- ROI dashboard
- Reporting



**INSIGHTS
TO MAKE
DATA-DRIVEN
DECISIONS**



THE TENON



SOLUTION

Unlock Campaign Confetti

Learn how Tenon empowers teams to create and prioritize tasks, collaborate on campaigns from start to finish, and visualize the marketing work that drives success.

A solution built for **ENTERPRISE MARKETERS**

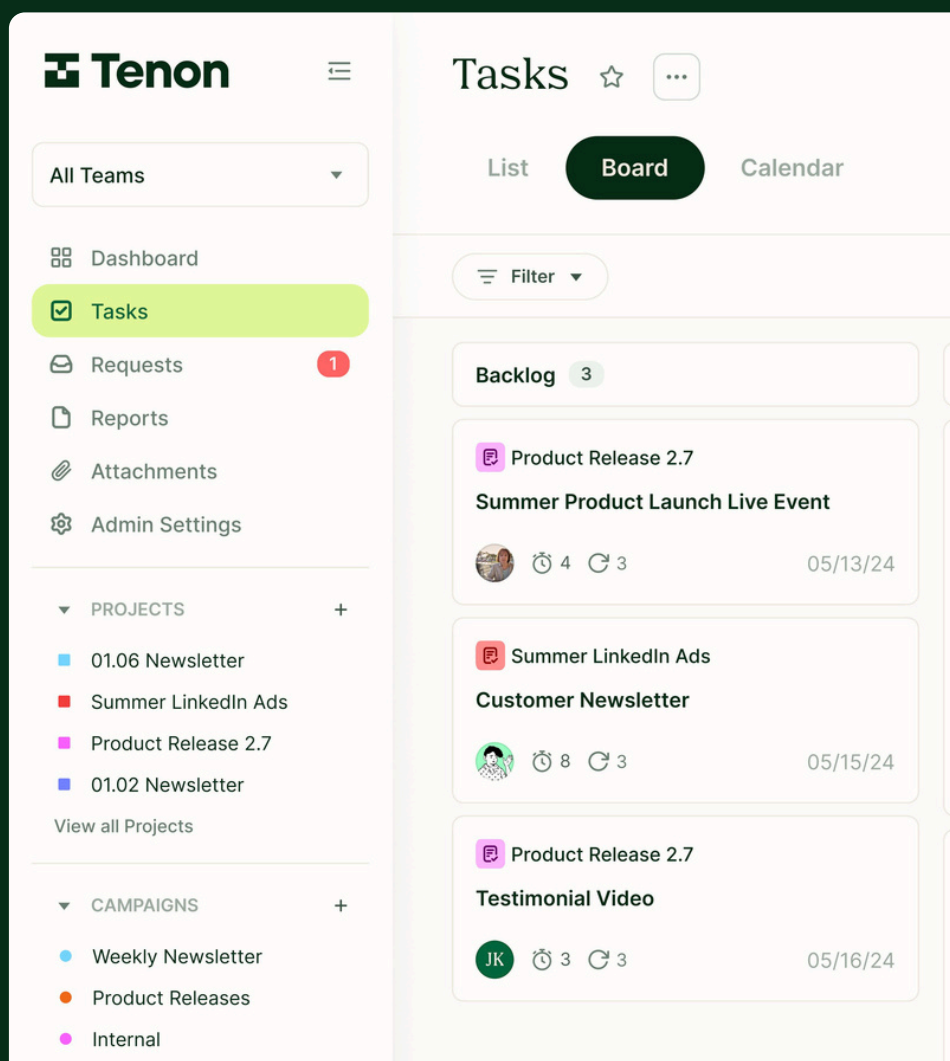
According to Demand Metric, three out of four marketers are not happy with the way their team manages work or the tools they use. As a result, 70% of marketers end up working in spreadsheets with manual processes to manage their work.

Unlike generic project management solutions that require customization and often fail to meet the requirements of enterprise marketing teams, Tenon provides the tools marketers need right out of the box.

From pre-built project templates to advanced capabilities such as Agile marketing, Tenon gives enterprise marketers the tools they need to excel in campaign planning, execution, and coordination.

“ The fact that Tenon has been designed for a marketing team and that its purpose is to support the marketing effort made it very attractive to us.”

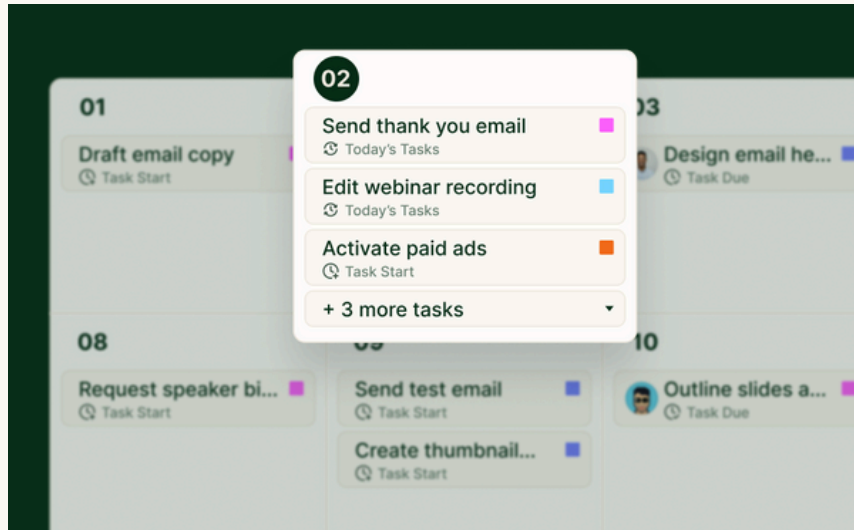
Kelly McDermott
CMO, Caregility



Unify & Accelerate MARKETING WITH TENON

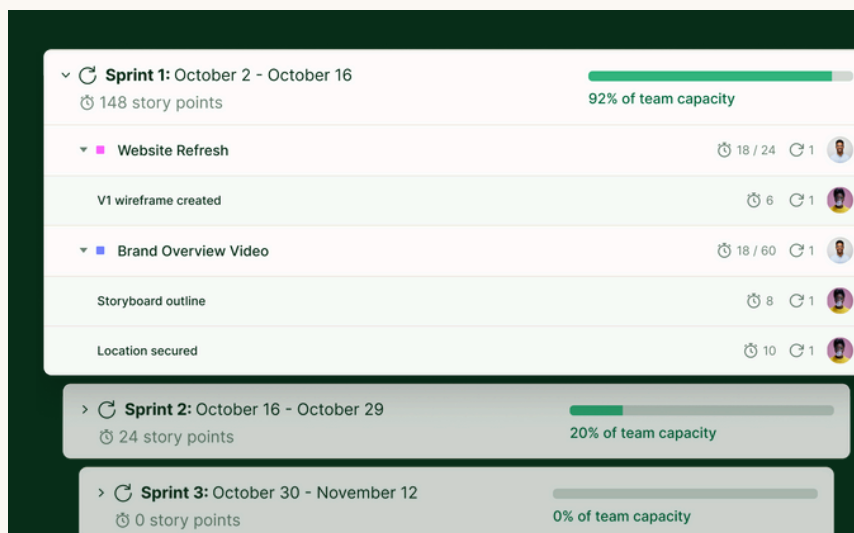
GAIN VISIBILITY & COLLABORATE FROM PLANNING TO EXECUTION

Make sense of campaign chaos throughout the entire marketing journey. Empower your team with views and features that provide visibility and awareness from project planning to launch.



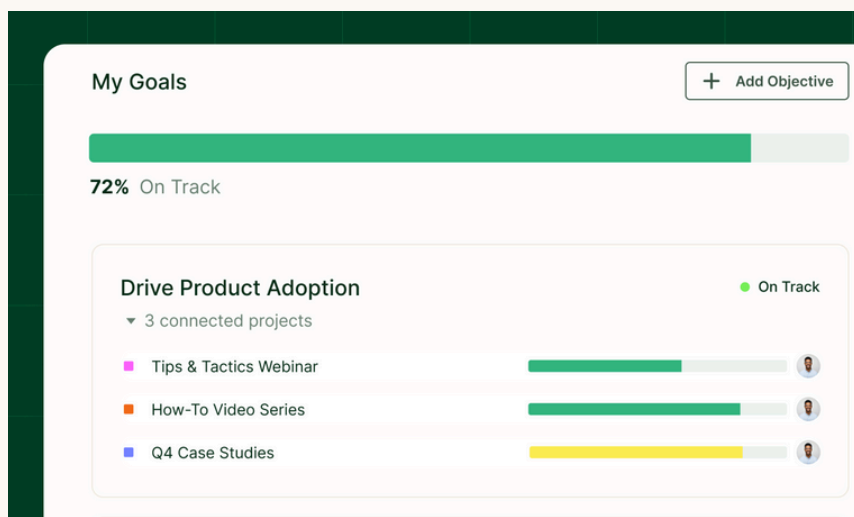
EXPEDITE WORK WITH TOOLS TO DEFINE & REFINE PROCESSES

Build a foundation of repeatable marketing work with tools built to organize campaigns from intake to execution. Accelerate work with Agile, configure project tasks from owners to approvals, and seamlessly collaborate every step of the way.



CONNECT TASK PRIORITIES & CAMPAIGN PROGRESS TO GOALS

Take the guesswork out of project prioritization. Connect your team's marketing work to clearly defined KPIs to stay on track and drive company initiatives forward.



... and the **RESULTS?**



SAVE TIME, VALUABLE RESOURCES, & ACHIEVE YOUR GOALS

With Tenon's user-friendly interface, designed specifically with marketing use cases in mind, teams are empowered to execute their marketing planning, execution, and compliance workflows quickly and efficiently.



Accelerate campaign production by 15%



Reduce team member work by ~2hrs / week



Prioritize the work that drives results

LEARN MORE ABOUT THE POWER OF PROCESS

[Click here](#) to visit the **Tenon Workshop**. From marketing guides to Tenon video walkthroughs, we're sharing strategies to help marketers work better together.

BUILT ON



SERVICENOW

The Power of Now

Discover how the ServiceNow® platform provides Tenon with the architecture required to support and align top enterprises.



servicenow.

**Built on
ServiceNow
Solution**

“The World Works with ServiceNow™.” **IT’S TIME TO CONNECT MARKETING.**

In the ever-evolving realm of business technology, ServiceNow has emerged as a game-changer, transforming how the world works and expanding its innovation at record speed.

Already loved and revered by 85% of the Fortune 500 for its innovation and adaptability, ServiceNow reshapes how organizations operate.

Initially focused on IT, ServiceNow has rapidly expanded its reach to HR, Finance, Customer Service, and now the Sales and CRM market, streamlining operations and reducing the need for disjointed point-solutions

With a cloud-based AI-powered platform, ServiceNow automates experiences, eliminates manual tasks, and breaks down silos across the enterprise.

Looking to the future, ServiceNow has invested significantly in GenAI capabilities, partnering with **NVIDIA** and collaborating with other AI leaders to pioneer new avenues to reduce manual work, enhance productivity, and empower individuals with cutting-edge technologies.

To understand how Tenon’s built on ServiceNow architecture provides marketers with a solid foundation for ongoing success, read on.

We’ve outlined how leveraging a marketing solution built on ServiceNow equips enterprise teams with the tools, scalability, and security needed to navigate the complexities of modern marketing.

Read on to see what this can do for enterprise marketers →

Unify work across the **ENTERPRISE**

Streamline workflows, gain visibility, and boost collaboration
with a marketing solution built on ServiceNow®.



MARKETING



John Ball

SVP + General Manager,
Customer + Industry Workflows
ServiceNow

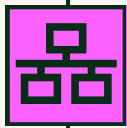
“ Powered by the ServiceNow® platform, Tenon is changing the way marketers work. By bringing marketing teams together on a single, united platform, organizations can better connect people, processes and systems to drive efficiencies and improve experiences, while saving time and money.”

The benefit to **ENTERPRISE MARKETERS**



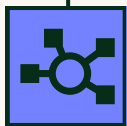
COLLABORATION

With a shared ecosystem and platform architecture, ServiceNow provides a unified foundation that streamlines work across the enterprise.



UNIFICATION

With a unified data model, users can create cross-business workflows, sharing insights and information that can align initiatives and produce data-driven decisions.



CONNECTIVITY

Its open API with over 100 pre-built integrations enables seamless connectivity with existing infrastructure and technology, eliminating the need to “rip and replace” while also allowing for innovation.



CONFIGURABILITY

From fields to workflows and analytics, users have the flexibility to tailor the platform to their unique needs and business objectives.



INSIGHTS

Users can measure results efficiently and effectively with robust analytics capabilities that enable teams to track performance and prove the value of their efforts.



SECURITY & COMPLIANCE

Its robust security measures ensure data protection and regulatory compliance across complex business environments and global enterprises, making it an ideal choice for industries such as finance, healthcare, and pharmaceuticals.

CULTURE



& VALUES

Team Tenon

As they say, teamwork makes the dream work!
We're crafting a culture that fosters
collaboration, innovation, and growth.

Crafting **TEAM CULTURE**

At Tenon, our commitment to nurturing and developing our culture is integral to everything we set out to accomplish.

We recognize that a positive culture empowers our team to innovate, collaborate, and deliver exceptional results.

By offering growth-minded individuals opportunities to thrive in an environment rooted in trust, transparency, and feedback, we are not just building a successful culture for ourselves but also ensuring the success of our valued customers.

[JOIN US](#)

**HELLO FROM
MARKETING
ISLAND!**



United by **OUR VALUES**



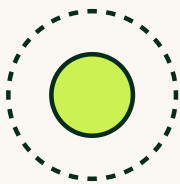
AIM HIGHER

If something we're working on seems out of reach, it means we are on the right track. Our commitment to and belief in each other allows us to blow away our personal and professional goals.



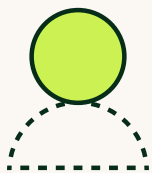
HUMBLE & HUNGRY

If someone needs our help we will be there for them. No one is above any task and we do what is needed regardless of our title or role in the company. Together we drive for results as one team.



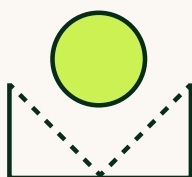
TOTAL ALIGNMENT

We make sure everyone is on the same page by aligning, working towards the same goal, and achieving higher results. We operate in a culture of radical candor and open lines of communication across the business. We have crucial conversations to address any challenges.



CUSTOMER OBSESSED

We work to serve and follow through on our commitments. By serving our internal and external customers we reach our goals as a team.



BEGINNER'S MIND

We look at problems with an open mind and no preconceived solutions. We create breakthroughs by finding new innovative ways of operating and solving problems.



“

THE PEOPLE, PRODUCT, AND THE MOMENTUM

The people, product, and the momentum at Tenon are phenomenal. I'm pumped to join the Tenon team on this journey of building the best solution for enterprise marketers.

Eric Peters

Senior Product Designer

“

AN ATMOSPHERE WHERE IDEAS THRIVE

Surrounded by a vibrant tapestry of talented individuals, our collective energy fuels an atmosphere where ideas thrive, boundaries are shattered, and excellence becomes our trademark.

Jillian Howell

UI Developer



LET'S



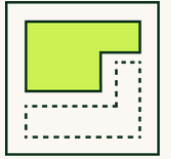
CONNECT

So You Can Create

Discover how Tenon unifies the marketing journey, driving initiatives forward to elevate the impact of marketing.

Let's

CONNECT & COLLABORATE



We hope you enjoyed this overview to the Tenon team and our vision for the future of marketing, built on ServiceNow®.

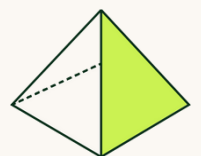
Whether you're seeking fresh avenues to unlock marketing success or aiming to enhance your existing processes, the Tenon team is here to support you on your journey.

Reach out if you would like to take a personalized Tenon Tour!

And be sure to follow us on social **@tenonhq** for ongoing marketing tips, open positions, and product updates from the Tenon Workshop.



CONNECT WITH US



 **Tenon**