



screen dragon™ vs Adobe Workfront

Big Name or Best Fit?

Yes, Workfront's got the name. But marketing and creative ops? That's our domain. We don't aim to out-size Adobe—we outperform them where it counts.

This isn't a takedown. It's a heads-up: before you lock in a platform, take a closer look at the one built for the job.

Why Organisations Choose Screen dragon Over Workfront

1. Flexibility Without the Complexity

Customization shouldn't be complicated—or costly.

Screen dragon's automated workflows adapt to your processes, not the other way around. Unlike Workfront's rigid, task-centric approach, our platform supports creative, operational, and content workflows with ease. Your marketing teams stay agile while the system evolves with your needs, not against them.

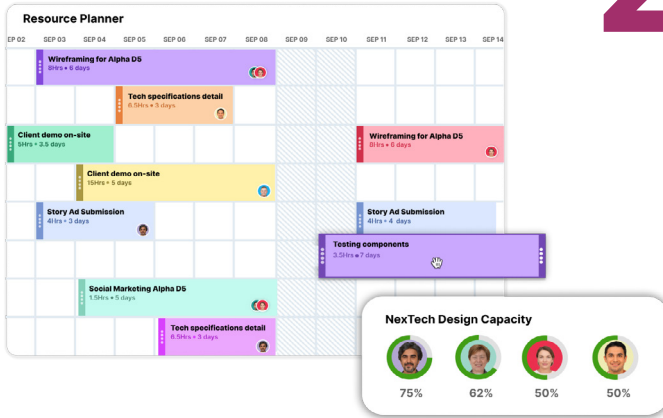


2.

Resource Management that Works for Your Team

The right people, on the right projects, at the right time—without the guesswork or manual effort.

Screendragon simplifies capacity planning and resourcing with flexible options—whether you're resourcing for fast paced studio jobs or staff planning for retained client work. Unlike Workfront, which depends on up-to-date task management to function, our approach adapts to how marketing teams actually operate. The result? More accurate planning and better use of your team's diverse skills.



Don't just take our word for it

“Firstly the platform itself, and the core benefit to Screendragon from my perspective is the endless options for customisation; we had a very specific brief and have managed to create something that is the perfect fit between our other platforms.”

Operations Director,
Altavia Group

Capterra Rankings

Screendragon

Workfront



Ease of Use

4.5/5 ★★★★★

4.1/5 ★★★★★☆

Value For Money

4.8/5 ★★★★★

4.2/5 ★★★★★☆

Customer Service

5.0/5 ★★★★★

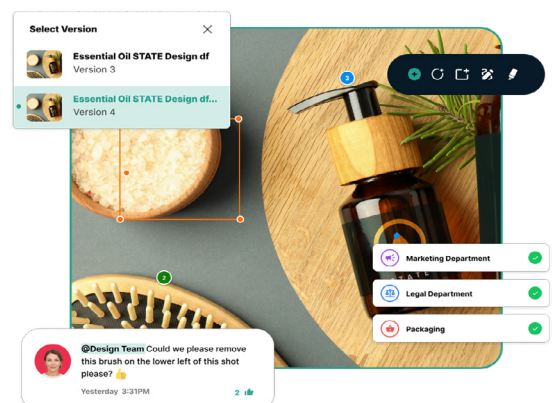
4.4/5 ★★★★★☆

3.

Purpose-Built for Content Operations

Designed for how marketing teams actually work—not just how projects are tracked.

While Workfront forces everything into a project or task, Screendragon is built for content-driven marketing—from ideation to delivery. Automated content workflows and AI handle the admin, so your team can focus on creating, not managing. The result? Faster campaigns, fewer bottlenecks, and more time for the work that matters.



Top global brands trust Screendragon to drive their operations.

McCANN
WORLDGROUP

OMNICOM
PRODUCTION

LANDOR

Kellanova

Hallmark

4.

Budget Management That Puts You in Control

Budget Blind Spots Hurt Performance.

With custom rate cards and real-time tracking of approved, forecasted, and actual costs, Screendragon helps you stay on budget. Marketing teams gain real time visibility into spend across campaigns—without spreadsheets or disconnected tools. Workfront's budget tools are not intuitive and lack the marketing-specific depth needed to track ROI and optimize spend proactively.



5.

5. Faster Implementation, Better Support

Enterprise solutions shouldn't come with enterprise-sized headaches.

You need a platform that scales without the growing pains. Screendragon is purpose-built for agencies and marketing teams. We understand it inside and out—providing the technology, consultancy, and support you need to get you up and running fast and scale with confidence. **With Workfront?** Expect lengthy setup, pricey consultants, and a whole lot of frustration.



**More impact, less friction.
That's Screendragon.**

Ready to experience the difference? Let's talk.

screendragon™