CASE STUDY 05

200 Campaigns a Year, Shipped Faster

How a Philippine super-app's marketing team stopped chasing tools and started running the market.

ABOUT THE CLIENT (ANONYMIZED — STRICT NDA)

INDUSTRY	Mobile financial services — super-app and digital wallet
COUNTRY	Philippines
USERS	90M+ registered — largest in the Philippine market
BACKING	Subsidiary of a major regional telecommunications group
EMPLOYEES	1,500+; 100+ in marketing
CAMPAIGN VOLUME	200+ a year across in-app, social, paid digital, partner, OOH, influencer
USE CASE	Marketing operations consolidation — brief, creative, calendar, performance
ENGAGEMENT	Marketing system of record on ClickUp + BEACON

90M+	200+	100+	6+
REGISTERED USERS	CAMPAIGNS PER YEAR	MARKETING ORGANIZATION	CHANNELS ORCHESTRATED

THE STORY

Friday, 5pm. A competitor just shipped a feature. Marketing has until Monday morning to ship the response. At a 90M+ user Philippine super-app and digital wallet, this scenario plays out almost weekly — and for years, every Friday it triggered the same operational chaos. Briefs lived in shared documents. Creative reviews moved through email threads. Three different teams kept three different campaign calendars. The 100+-person marketing organization — talented across brand, growth, performance, product marketing, and partnerships — was running 200+ campaigns a year on tooling designed for a tenth of that volume. Digibeacon brought everything into one ClickUp Workspace under BEACON. Today, the Friday response actually goes out on Friday.

BEFORE CLICKUP

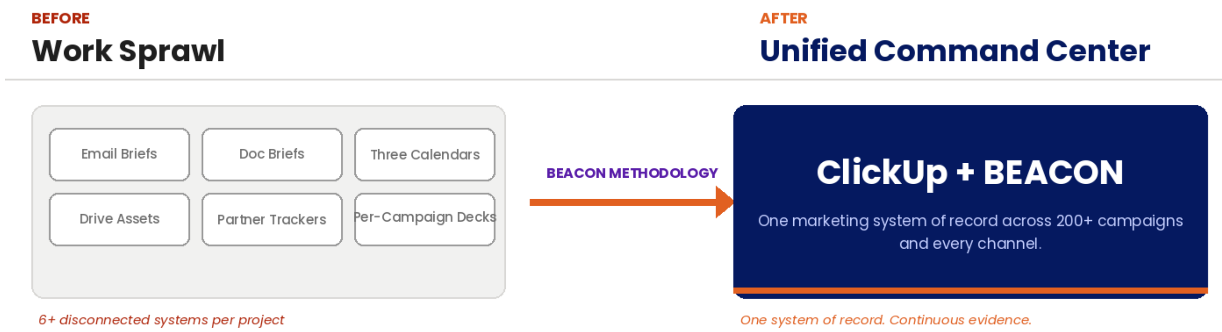
In Philippine fintech, the competitive cycle is days, not quarters. A wallet competitor releases a feature on Monday — marketing has until Friday to ship the response. A bank partner agrees to a co-marketing campaign — brief, creative, legal, and approval need to happen in a fraction of traditional brand timelines. A flash promotion goes live at 9am on a Saturday — every asset has been quality-checked, every channel pre-loaded, every approver signed off by Friday night. There is no slack in the schedule. There never was.

The marketing organization itself was world-class — brand, growth, performance, product marketing, and partnerships, all credentialed and proven. The constraint sat in the operational layer underneath. Briefs originated in inconsistent formats across business units. Creative production tracked separately from media planning. Approvals moved through email threads with no audit trail. Three campaign calendars existed simultaneously — in marketing operations, in partnerships, and in growth — and they didn't match. Leadership had no live portfolio view: which campaigns were on time, which were stuck waiting for an approver, which were quietly duplicating each other across business units.

TALENTED TEAM. TOOLING BUILT FOR A TENTH OF THE VOLUME.

Running 200+ campaigns a year through email threads and shared documents created predictable failure points. Here's where the breakdowns kept happening:

Where	What It Looked Like	What Was Missing
Brief Intake	Came in via docs, decks, chat threads	No standard brief workflow
Creative & Assets	Email reviews; assets spread across drives and folders	No approval system or version control
Campaign Calendar	Three different calendars, three different teams	No single campaign source of truth
Partner Co-marketing	Tracked in spreadsheets, one per partner	No partner-aware campaign view
Performance	Dashboards rebuilt per campaign, per channel	No live cross-channel Dashboard
Approvals	Sign-offs scattered across email threads	No audit-trailed approval flow



WHAT WAS AT STAKE

1. **Slower than the competitor.** When competitors ship in days, manual orchestration is a tax you pay in market share. Every week of delay is a week of competitor capture.
2. **Wrong creative goes live.** Without a single asset library, version control breaks down at scale. Outdated or unapproved creative occasionally slips into live channels — brand cost that adds up quietly across millions of impressions.
3. **Approvals stuck, no one knows.** Critical campaigns stall at an approver and there's no way to see where. In regulated marketing, when approvals can't be evidenced, delay becomes compliance exposure.
4. **Budget leaks across teams.** Without portfolio visibility, agency hours, media spend, and production costs pile up across teams. Reconciliation happens after the fact, not continuously.
5. **Partners lose confidence.** Co-marketing partners need shared visibility into joint progress. No shared system, no shared trust — and partner economics make up a meaningful share of acquisition cost.
6. **Crisis response can't keep up.** When a competitor moves or the market shifts, marketing has to respond in hours. Fragmented systems can't move at that speed, and the cost is paid in market position.

HOW WE GOT THEM THERE — BEACON IN SIX PHASES

BEACON is our six-phase methodology for ClickUp implementations. It's the framework that makes the change stick after the platform is live.

BLUEPRINT	ENGINEER	ACTIVATE	CALIBRATE	OPTIMIZE	NURTURE
Mapped 8 campaign archetypes — in-app, social, paid digital, partner co-marketing, OOH, influencer — with cycle-time benchmarks the team had never measured.	Configured the marketing Workspace: brief intake form, creative review with role-based approvers, version-controlled asset library, partner-restricted views.	Migrated 60+ in-flight campaigns and onboarded the 100+-person team in 4 phased waves: brand and growth first, then performance, partnerships, product marketing.	Built one campaign calendar Dashboard replacing the three competing calendars — partners see only their joint campaigns.	Automated asset routing, multi-stage approvals, and recurring-campaign Templates — cutting brief-to-live cycle time by an estimated 30–40% on standard campaign types.	Stood up the marketing operations Center of Excellence — dedicated CSE, governance cadence, analytics integration, foundation for AI-assisted brief-to-campaign in Phase 2.

INVESTMENT RATIONALE — THREE PILLARS

I
Velocity
Compress campaign cycle time from brief to live, improving response to competitive moves and market events.

II
Capacity
Increase the volume of campaigns shipped without proportional growth in marketing headcount.

III
Clarity
Convert leadership's view of the marketing portfolio from a recurring scramble into a continuous, system-generated picture.

WHAT CHANGED

- All 200+ annual campaigns now run on one system of record. Brief-to-live cycle time on standard campaign types compressed by an estimated 30–40%.
- Standardized brief intake replaced the multi-format dispersion across business units — every campaign starts the same way, every time.
- Creative approval cycles compressed from email-thread duration to continuous role-based workflow with full audit trail.
- One live campaign calendar replaced the three competing views — with partner-restricted Dashboards giving partners visibility into their joint campaigns and nothing else.
- Performance Dashboards now segment by channel, campaign type, and partner — refreshed continuously, not rebuilt per cycle.
- Asset library centralized with version control — outdated-creative-going-live risk eliminated across the live channel mix.

"In fintech, the campaign you ship on Friday is the market position you defend on Monday."

Great platforms don't transform organizations. The work people do with them does.

Digibeacon is the team that does that work alongside you.

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Talk to us about your transformation.

sales@digibeacon.co ❖ digibeacon.co

SCAN ME