5day.io

5day.io · Micro Case Study

D2 C ECOMMERCE · MARKETING OPERATIONS

Marketing Team Became a Bottleneck

A short study in a misdiagnosed capacity problem and what fixing it looked like for a D2C Brand



INDUSTRY	COMPANY SIZE	MARKETING TEAM	RESULT
D2C ecommerce	~45 people	2 people	0 dropped requests in 90 days

SECTION 01

The Problem

Maya runs marketing at a D2C brand doing eight figures. Her team is her and Dev, a designer who also handles most of the copy. On paper that's lean but workable, until you count the surfaces they own:

- The website
- Lifecycle email
- External media buyer Creatives
- Packaging
- Retail one-pagers
- Founder and sales request

In March, their best-selling SKU came back into stock after a three-week outage. CX had a list of customers waiting on it. Ops confirmed the date in a Slack and asked Maya whether an announcement email could go out, and she said yes.

That same week, the founder called a flash sale for Friday, and the week reorganized itself around it, the way weeks in marketing teams do.

The restock email didn't go out. Nobody killed it, and it wasn't deprioritized in any meeting. It simply stopped existing when the week's plan was rebuilt from memory. The product sat back in stock for **nine days** before anyone connected the flat sales curve to the announcement that never happened.

Anyone who has run a lean team will recognize that this wasn't a performance issue.

> **Maya and Dev shipped 23 pieces of work that week. The problem was that their commitments lived in Slack threads and in their heads, and a system like that fails silently.**

In cases like this, missed work looks identical to work nobody asked for.

SECTION 02

The Diagnosis

✕ The Internal Story

Internally, the story wrote itself: **marketing is the bottleneck, requests go in and don't come out, time to hire a third person.** It's a reflexive fix, and an expensive one. a mid-level marketer is a six-figure fully loaded commitment, made here to solve what may not have been a capacity problem at all.

✓ Maya's Read

Maya's read was different, and harder to sell upward: **output was fine. What the team lacked was a ledger**. Priorities changed daily and legitimately so; that's the operating reality of a promotional D2C calendar. But every reshuffle happened against an undocumented list. Each time the week got rebuilt, whatever wasn't top of mind fell off the bottom.

Adding headcount to a system that loses work doesn't stop it from losing work. It mostly loses work faster.

SECTION 03

The solution

They moved intake and tracking into 5day.io. The software mattered less than the two rules it made enforceable:

RULE 01

Every request becomes a task, or it doesn't exist

Brief, owner, date, regardless of whether it arrived by Slack, email, or shoulder tap. This was the unpopular part. The founder was the worst offender and the first person Maya had to hold to the rule. It held because the alternative now had a nine-day, revenue-shaped example attached to it.

RULE 02

Reprioritization is visible, not silent

The flash sale can still jump the queue, but the restock email now moves to a new date in the open, rather than evaporating. This changed the conversations more than the tracking did. When everyone can see the queue, "can you also do X this week" becomes "what should X displace." A decision the requester has to own, instead of a triage marketing performs invisibly and gets blamed for later.

SECTION 04

The setup, specifically

Any project tool can hold tasks but that was never the constraint.

What made this stick is that 5day.io let the team run the system in marketing's native units of **briefs, creative rounds, and ship dates,** instead of translating everything into tickets.

Here are 4 specific marketing operations workflow they set up in 5day.io:

1. **Briefs that travel with the work**

2. **A launch calendar the whole company reads**

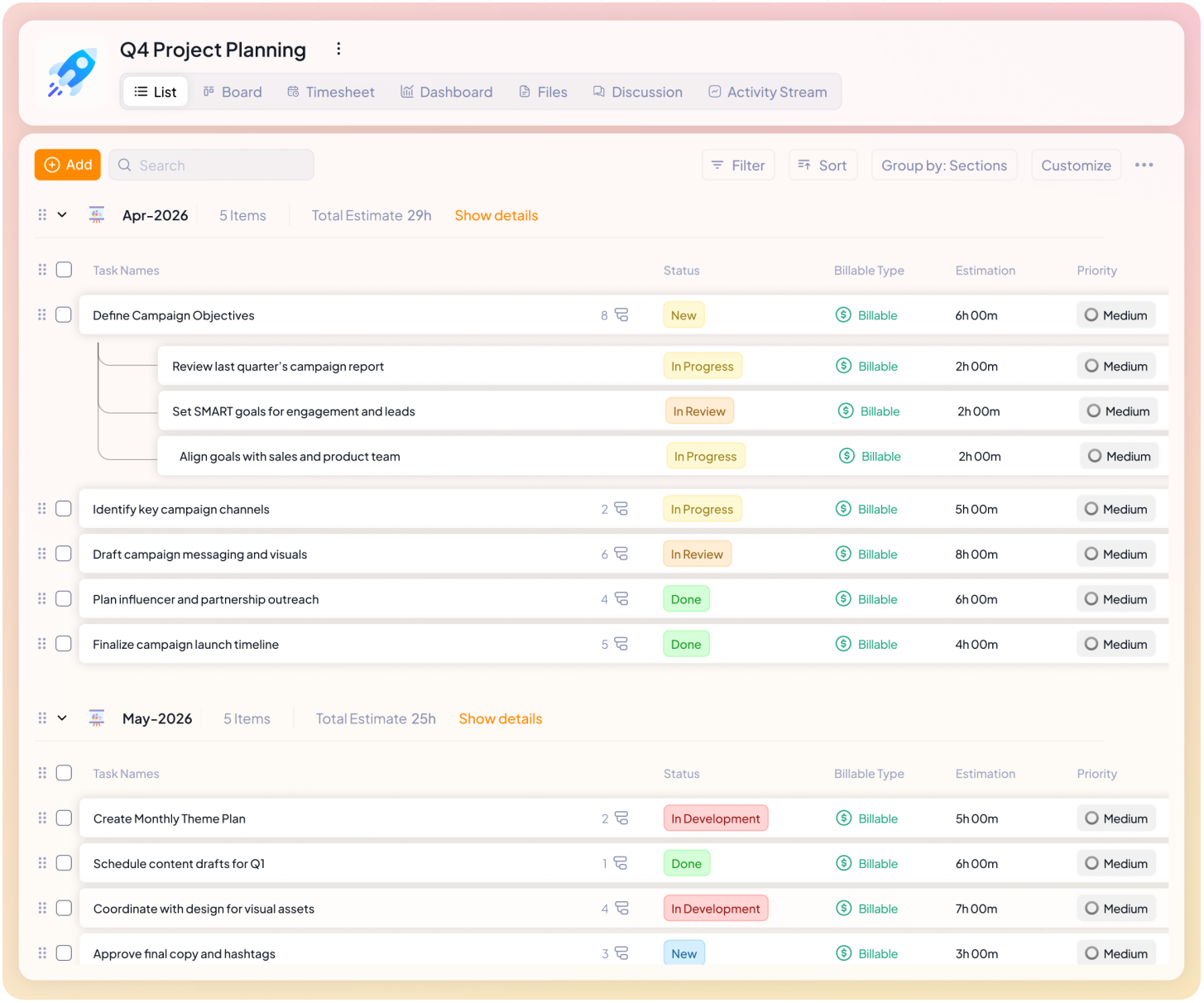
3. **Creative rounds that stay on the asset**

4. **Final files where the campaign lives**

> 5day.io let the team run the system in marketing's native units, briefs, creative rounds, and ship dates, instead of translating everything into tickets.

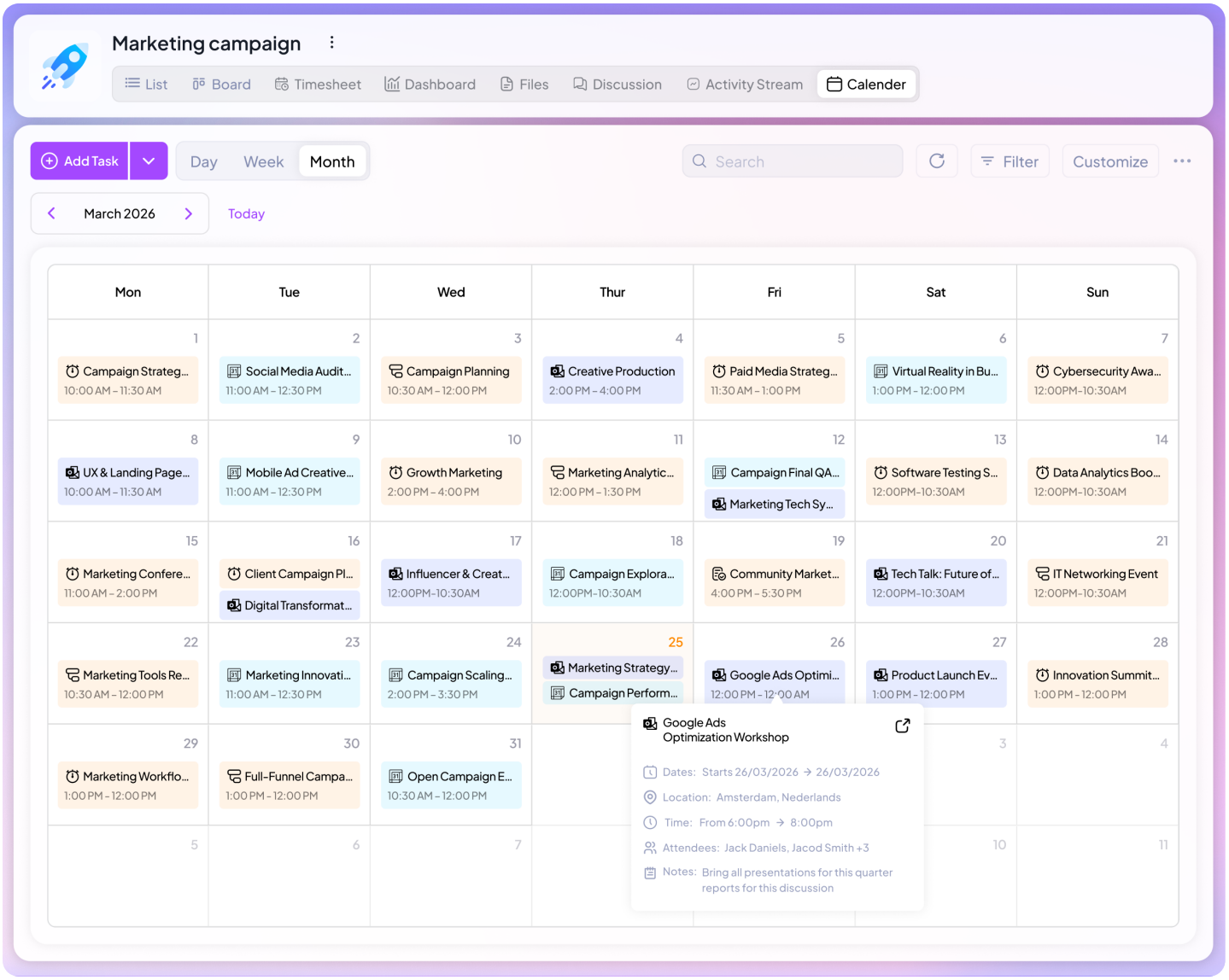
1 Briefs that travel with the work

Every request opens as a proper creative brief, audience, channel, format, deadline, on the task itself. Half of marketing's rework comes from briefs that lived in a Slack message three scrolls above the latest reply; here the brief, the drafts, and the decision history stay attached to the same piece of work.



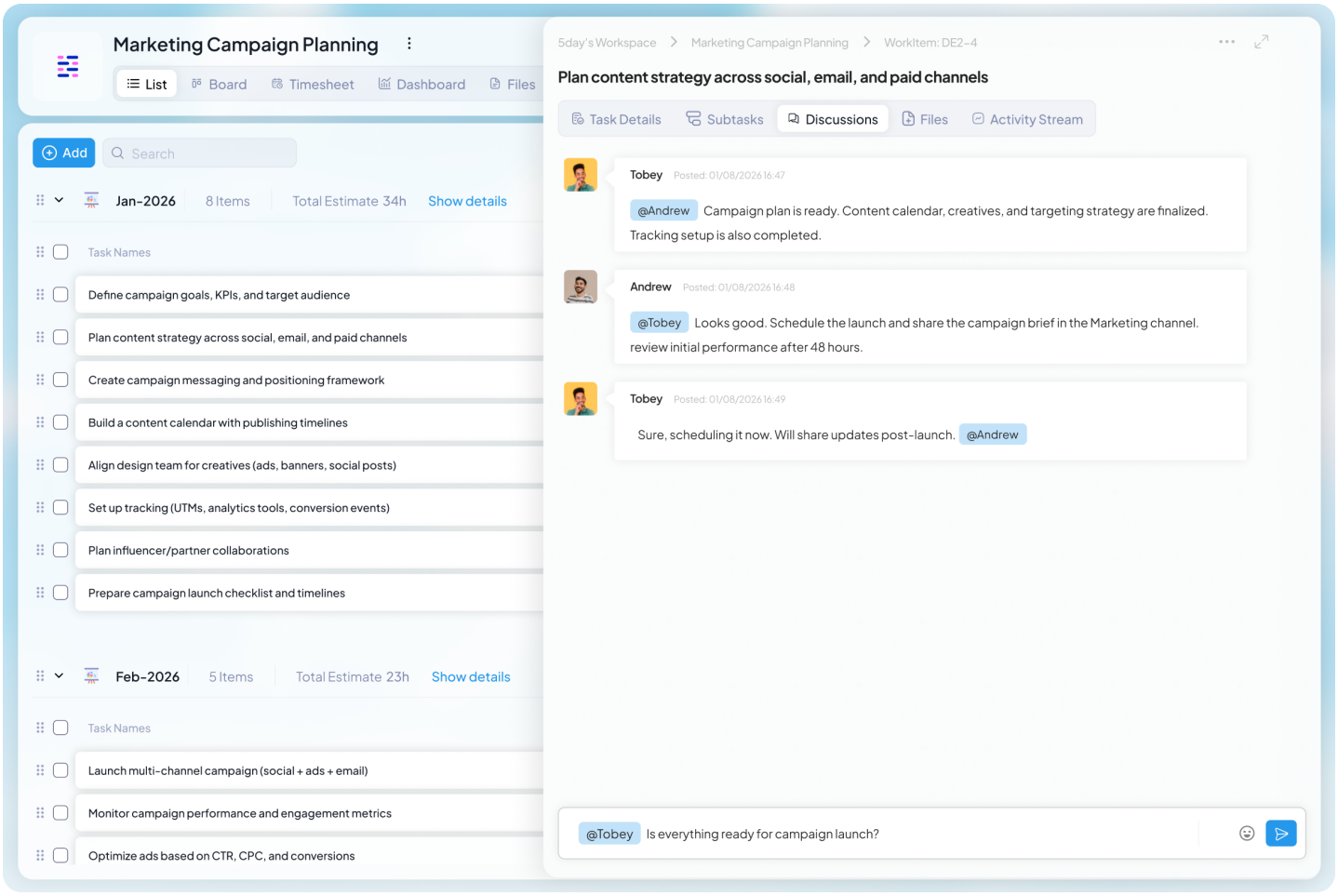
2 A launch calendar the whole company reads

Not a board of tickets, a view of campaigns against ship dates. When the flash sale jumped the queue, the restock email visibly slid to a new date on a calendar the founder, ops, and CX all look at. That is the mechanism that turned reshuffles into decisions.



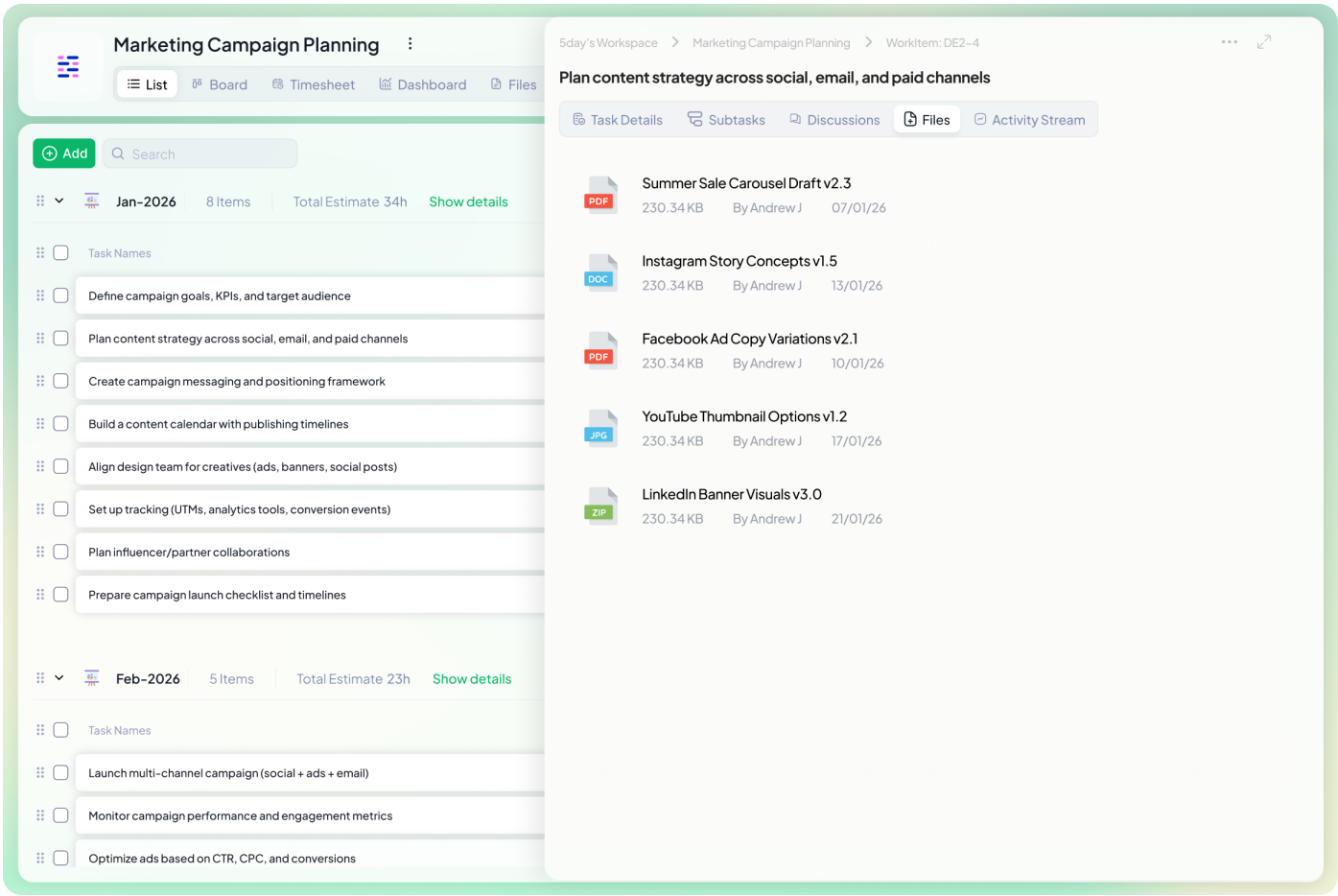
3 Creative rounds that stay on the asse

Feedback and approvals happen on the work itself, with version history, so “round two” means something, “approved” is a recorded state rather than a vibe, and the founder’s notes stop forking into DM threads that detach from the brief.



4 Final files where the campaign lives

The shipped asset attaches to the task that produced it. Six weeks later, “which version of the restock email actually went out” has one answer, in one place, findable by someone who wasn’t in the room.



SECTION 05

Their 90 days after implementing 5day.io

200+
requests intakes as briefs

0
dropped or lost requests

3 → 0
missed launch dates per quarter

~6 hrs/wk
reclaimed from status updates

This story is a composite drawn from patterns we see across marketing teams using 5day.io. Names, details, and figures are illustrative.

SECTION 06

What changed after implementing 5day.io and what didn't

Ninety days in: nothing dropped. It's worth being honest about that measurement, before the switch, the team couldn't have produced the number at all, because dropped work left no trace. Part of the value was simply that failure became observable.

The hiring conversation changed shape rather than disappearing. The brand is growing, and a third marketer is probably a next-year reality. But the decision stopped being a reaction to a visibility problem. When it happens, it will be made against actual throughput data, which is a different, and considerably cheaper, kind of decision.

The weekly status pings mostly stopped too as the answer just became faster to look up than to ask for.

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