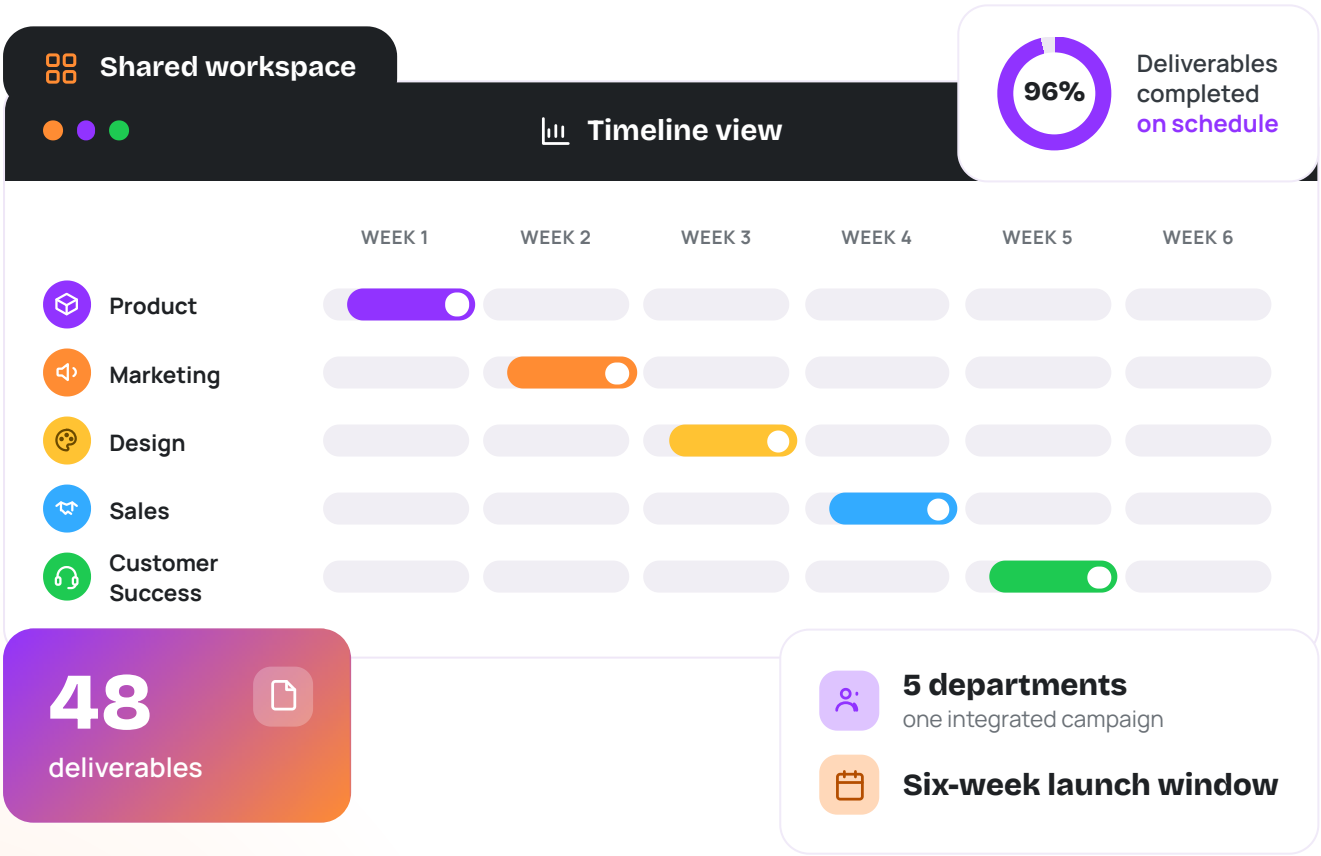
5day.io

5day.io · Micro Case Study

MID-MARKET SAAS · CROSS-FUNCTIONAL CAMPAIGN EXECUTION

How Five Cross-Functional Departments Delivered One Integrated Campaign

A case study of cross-functional campaign execution using 5day.io.



INDUSTRY	COMPANY SIZE	DEPARTMENTS	RESULT
Mid-market SaaS	54 employees	5 teams	48 deliverables, six-week launch, 96% on schedule

SECTION 01

The Challenge

A mid-market SaaS company, with **54 employees**, was preparing for a major product launch involving five departments:

Marketing | Product | Sales | Design | Customer Success

Each team had its own priorities and deliverables. And working with dependencies was messy.

- Marketing needed product inputs
- Design depended on approved messaging
- Sales needed enablement material
- Customer Success needed training before launch

48
deliverables

5
departments

6 weeks
launch window

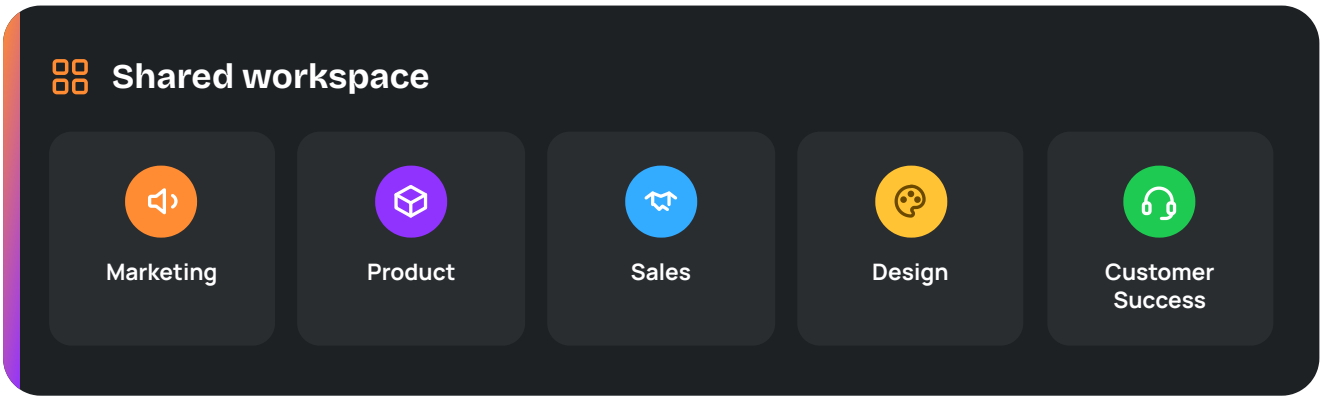
⚠ **With 48 deliverables across five departments and a six-week launch window, coordinating dependencies and tracking progress became a major operational challenge.**

SECTION 02

The Approach

The company moved the entire launch operation into 5day.io, creating a shared workspace for all five departments.

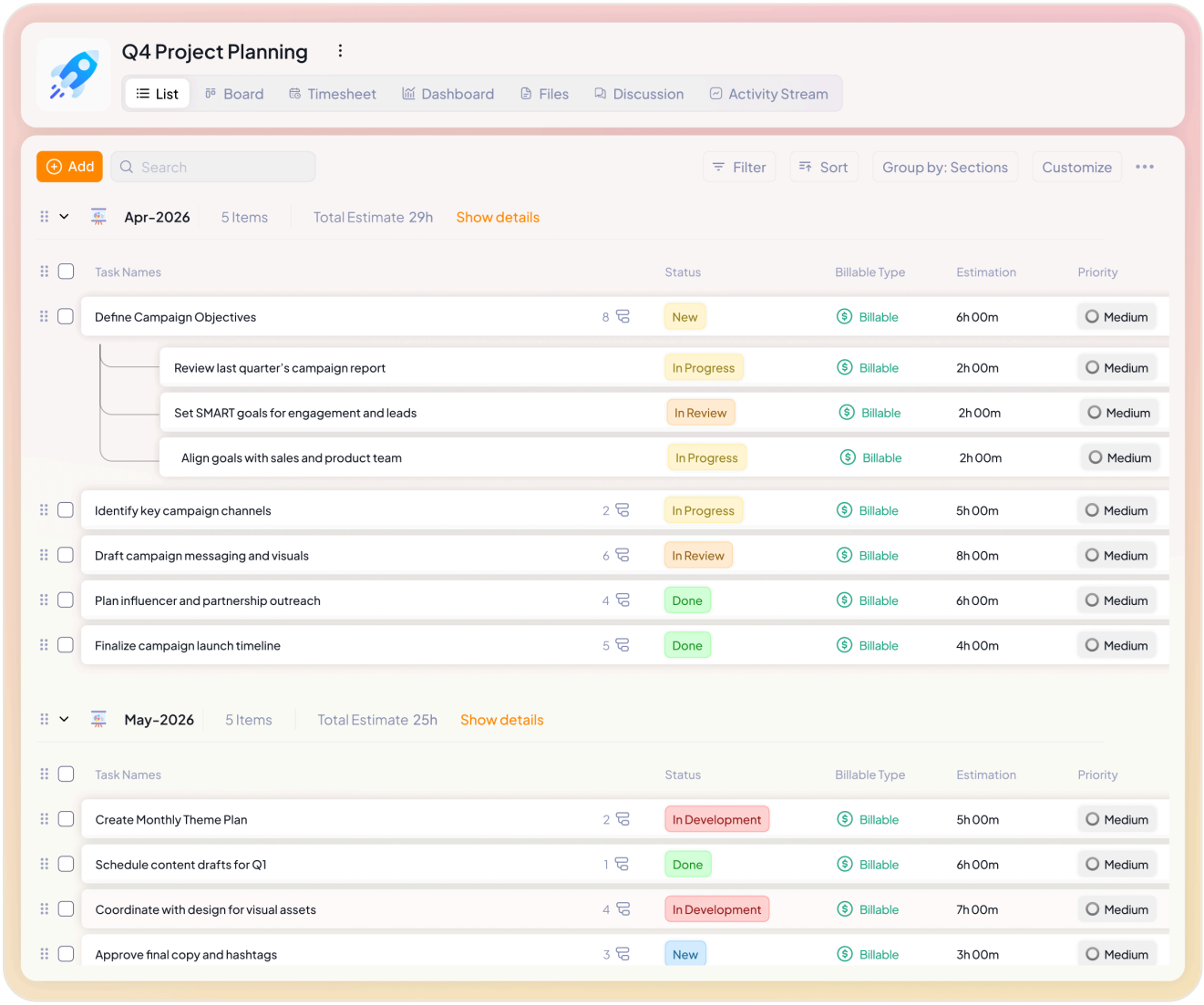
1. Organised the launch around shared milestones
2. Connected dependencies across departments
3. Made timelines and ownership visible
4. Kept project documents alongside the work
5. Balanced workloads across teams



01 / 05

Organised the launch around shared milestones

The team divided the six-week launch into key phases, from product readiness and campaign preparation to sales enablement and customer onboarding. Each department could see how its deliverables contributed to the overall launch.

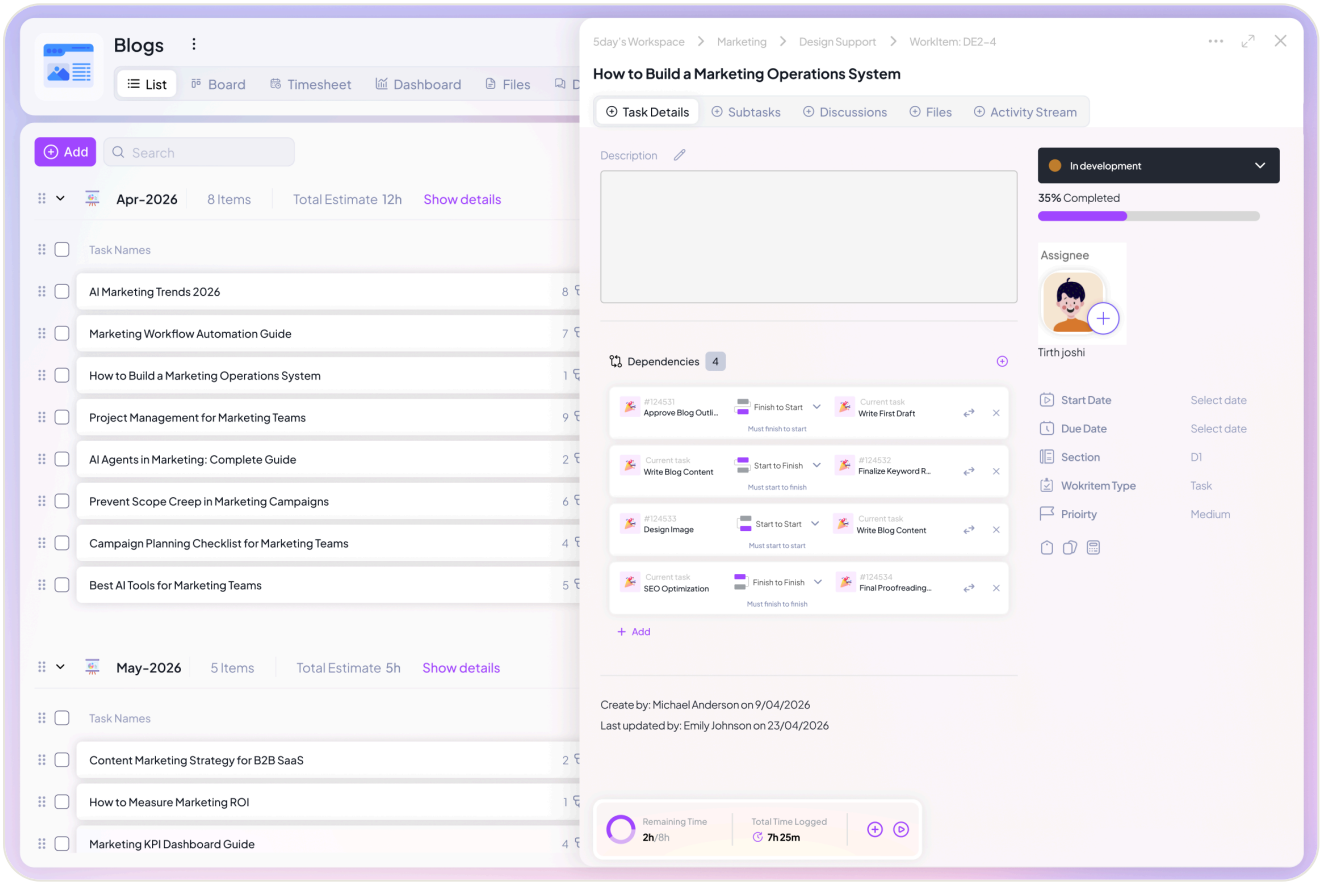


A six-week launch divided into phases every team could see.

02 / 05

Connected dependencies across departments

Tasks were linked to the work they depended on. Design could track when messaging was ready, Sales could see when enablement material was due, and Customer Success could plan training around product readiness. This made handoffs visible before they became bottlenecks.

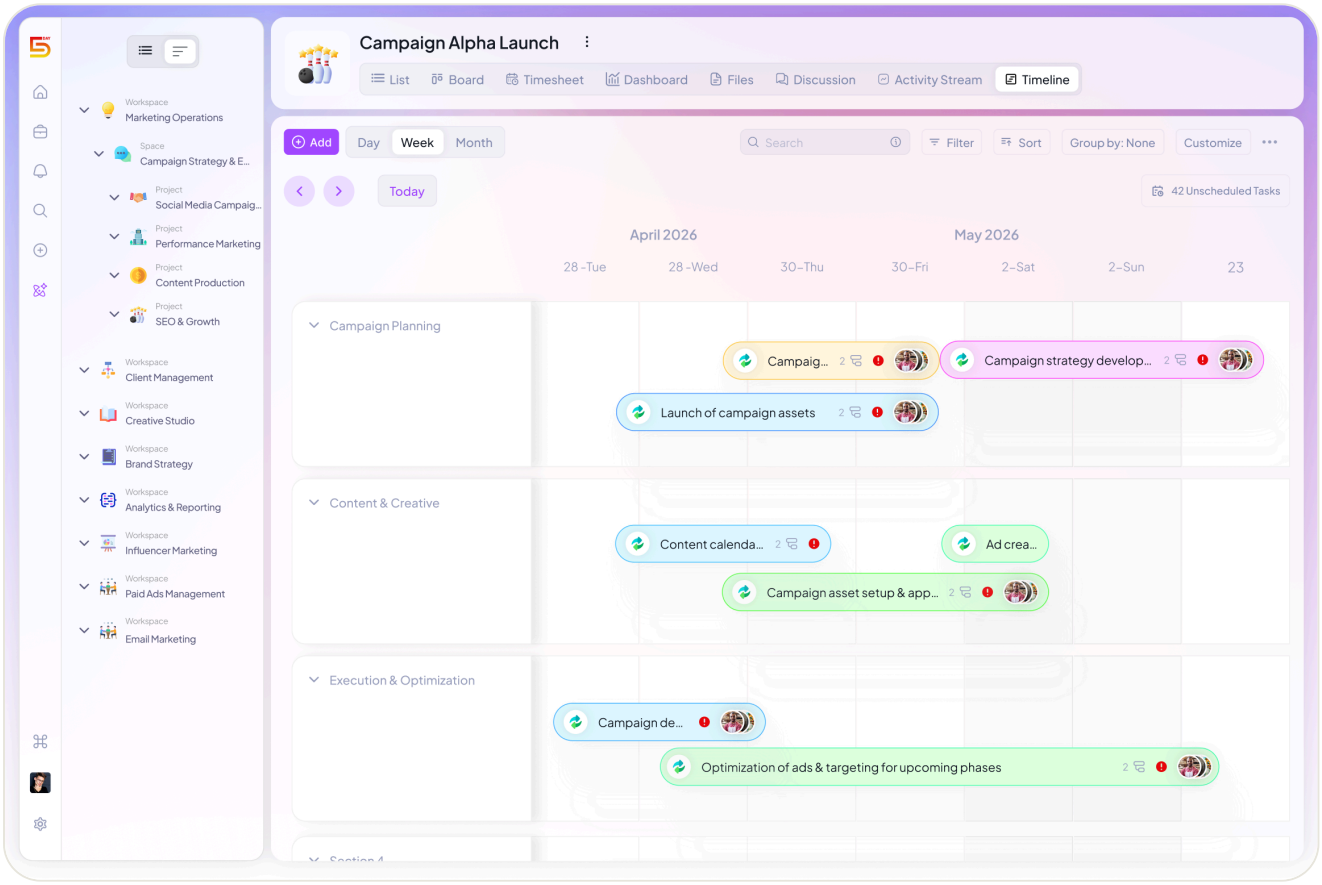


- *Handoffs made visible before they became bottlenecks.*

03 / 05

Made timelines and ownership visible

A shared Timeline view gave everyone visibility into deadlines, milestones and overlapping work. Each deliverable had a clear owner, while managers could identify scheduling conflicts and follow progress without chasing individual teams for updates.

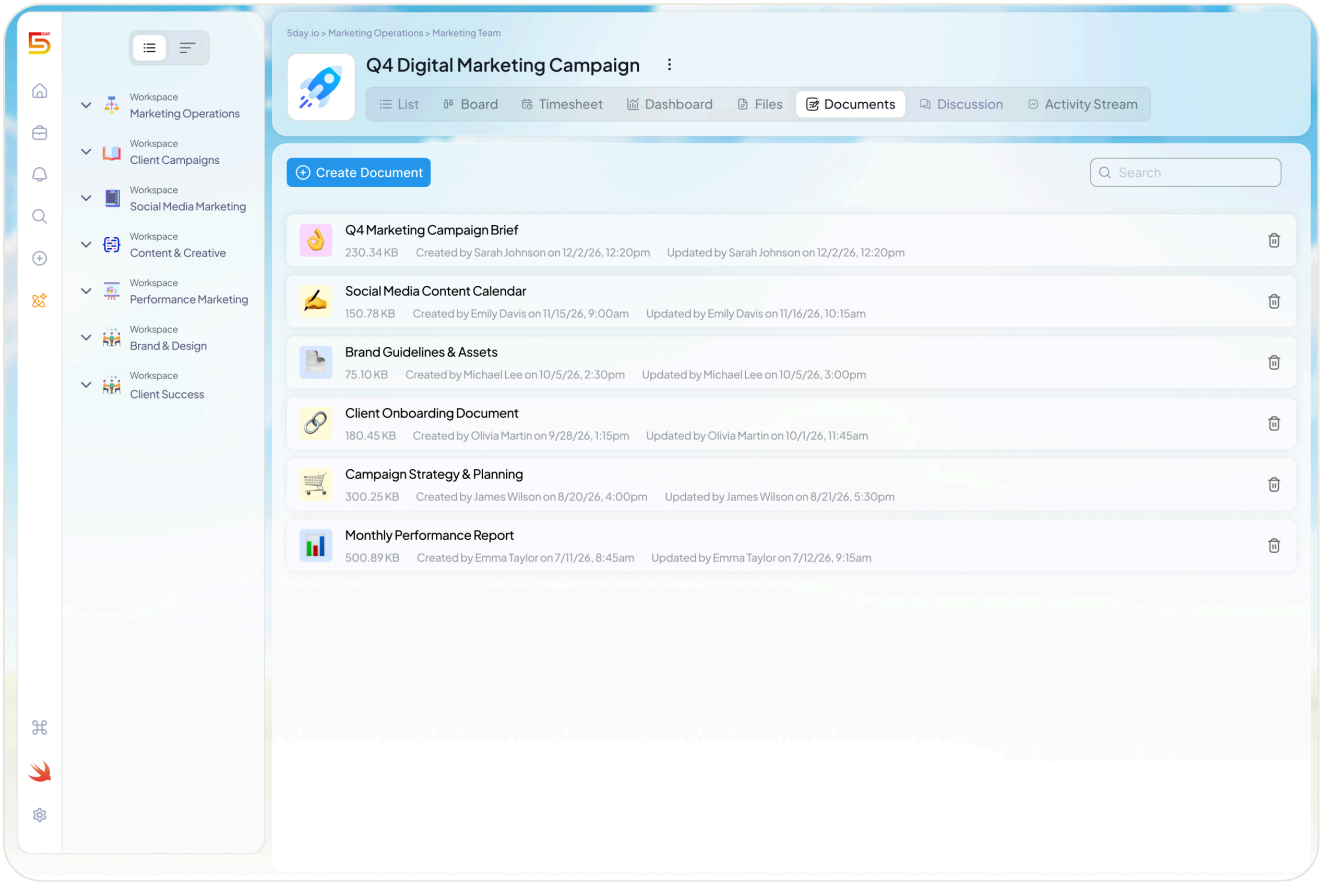


- *One owner per deliverable, progress followed without chasing.*

04 / 05

Kept project documents alongside the work

Product briefs, approved messaging, campaign assets, sales collateral and training material were organised within the project. Teams could access the relevant information in context instead of searching across disconnected folders and conversations.

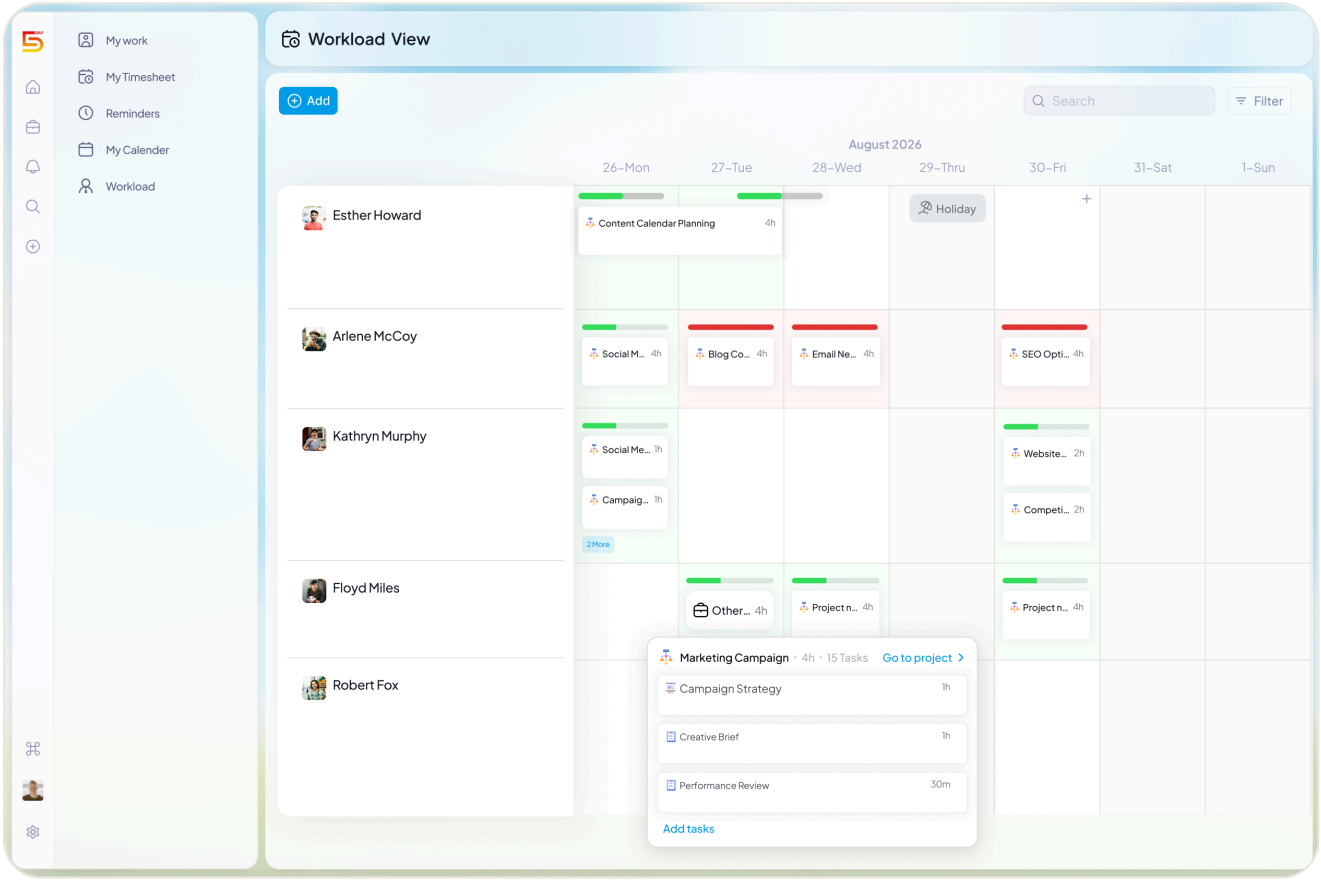


- *Briefs, assets and collateral kept in context with the work.*

05 / 05

Balanced workloads across teams

Workload Views helped managers understand how responsibilities were distributed across the five departments. They could spot overloaded team members, reassign work and make capacity decisions before they affected launch deadlines.



- *Spot overload early and rebalance before deadlines slip.*

SECTION 02 · THE APPROACH

A single operating view of the launch

With all five pillars in place, the launch ran on one shared picture instead of five disconnected ones. Everyone could answer the four questions that keep a cross-functional launch on track.

The result was a single operating view of the launch.

01
What needed to happen

02
Who was responsible

03
What each team was waiting on

04
Whether the overall timeline was on track

SECTION 03

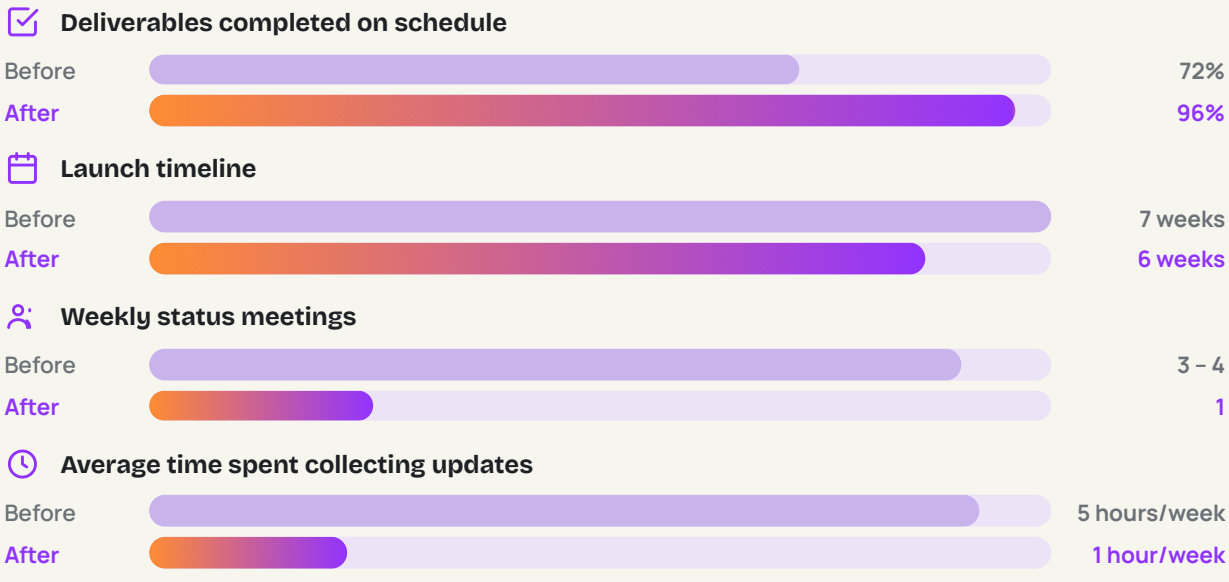
The Results

METRIC	BEFORE	AFTER
Deliverables tracked centrally	0	**48**
Launch timeline	7 weeks	**6 weeks**
Deliverables completed on schedule	72%	**96%**
Weekly status meetings	3 – 4	**1**
Average time spent collecting updates	5 hours/week	**1 hour/week**

72% → 96%
Deliverables completed on schedule

7 → 6
weeks, launch timeline

5 → 1
hours/week collecting updates



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