Marketing Fusion

Anaplan

Customer Success | Anaplan

From strategy to storytelling

As a market leader in AI-driven scenario planning and analysis, Anaplan depends on a steady flow of high-quality thought leadership and solution content to build awareness and understanding of its core offerings across industries and functional areas. Transforming insight into clear, credible assets isn't optional — it's essential for maintaining visibility and relevance in a competitive market.

The ask:

"Help build a dynamic, always-on content engine."

When Marketing Fusion first engaged with Anaplan, their team was stretched across multiple initiatives, creating a need for additional support. At the same time, Anaplan was managing a rebrand, new leadership and a renewed focus on solution and product-led marketing. This created urgent content gaps.

Anaplan needed a partner who could understand the nuances of the business quickly, deliver high-quality assets aligned with new messaging, bring strategic ideas to the table and act as an extension of the internal team.

Key results

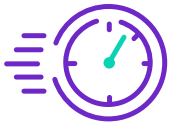
- Content engine reignited and streamlined to increase frequency
- Consistent delivery of multiple, strategic assets each month across industries, solutions and product portfolios
- Reduced content lead time and minimal amends from the internal team
- Effective and efficient content repackaging
- Improved consistency and visibility of Anaplan's messaging during a period of brand and organisational change

> "Imagine having an additional three headcount on your team that you can brief like internal employees. That's the relationship we have with Marketing Fusion."
>
> Katie Mowery, Director, Content Strategy, Anaplan

The solution: A creative and scalable partnership

From strategy to storytelling

Marketing Fusion combines speed, structure and creative expertise to help Anaplan scale content production while maintaining quality and brand consistency.



Speed and structure

Marketing Fusion offers a blended team of strategists, writers, designers and project leads, backed by consistent account management. This model enables parallel workstreams, rapid turnaround and steady output — delivering momentum through thought leadership, blogs and customer stories — as well as messaging guides, proposals, assessments and rebrand design support.

"Marketing Fusion is so far ahead of other agencies in terms of content creation."

Embedded expertise

Marketing Fusion's intuitive grasp of Anaplan's messaging, ICP and voice makes collaboration seamless. With enterprise SaaS experience and fluency in complex planning language, our team quickly absorbs new concepts and sales plays across solution areas. We carry this institutional knowledge into new content models without heavy re-briefing to support consistent, on-message storytelling.

"The knowledge they have is truly as if they're embedded within our company."

Proactive, insight-led content creation

We don't just execute briefs, we enhance them. The Anaplan team often provides a topline idea or theme, which we expand into outlines, story angles and content plans. By bringing additional research, competitor insights and creative direction, we turn early ideas into compelling, market-relevant assets that resonate with target audiences.

"It's that proactiveness — they're already out there seeing what's happening in the market and bringing it to us."

Seamless collaboration, trusted delivery

Our structured process ensures assets are delivered on time, on brand and often approved at first draft. The Marketing Fusion team spans US and UK time zones for faster turnaround and reduces administrative friction for the lean, busy Anaplan content team.

"We treat everyone as an extension of our team... They are Anaplan people. They just don't sit within Anaplan."

Turning ideas into hero assets

Marketing Fusion transforms Anaplan's one-off assets into multi-purpose storytelling tools. During the rebrand, a live internal AI keynote was reimagined as a multi-persona hero guide. It earned praise from senior stakeholders, including the CMO, and became a central asset in Anaplan's global AI launch campaign.

"I was blown away at how they translated an onstage presentation into written content that was so interesting and unique."

Design innovation that scales

As Anaplan's creative needs grew, we evolved from overflow support to a full design partner, anticipating needs across campaigns, presentations and global programmes. We delivered modular, brand-consistent assets that kept pace with increasing demand, maintaining visual quality while expanding reach.

"[Marketing Fusion is] definitely an extension of our design team now, too."

Result: A trusted, creative partnership

We continue to serve as Anaplan's trusted content and creative partner, driving consistency, quality and innovation as the brand evolves. From the outset, the goal was to scale the content model globally. Today, it provides a scalable blueprint that supports global awareness and industry-led marketing across regions, aligning with Anaplan's evolving brand and messaging.

About Anaplan

Anaplan is a leading AI-driven scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,600 global brands plan with Anaplan. To learn more, visit www.anaplan.com.

Talk to us | Marketing Fusion

If you'd like any further help, get in touch with us today.
Email us info@marketing-fusion.co.uk, call us **0333 242 0257**
or visit our website www.marketing-fusion.co.uk

Marketing Fusion cuts through the noise of the B2B technology world to deliver content that makes our clients stand out from the crowd. We fuse traditional and modern strategies to help tech vendors and their partners create high-value relationships and have meaningful conversations through impactful, engaging and truly useful content. | All Rights Reserved | Marketing Fusion Ltd. ©2013-2026 .