Tenon | servicenow.

Marketing Automation

Built on ServiceNow®

FOREWORD

At Tenon, we're driven by a singular objective: to unify the customer journey across the enterprise.

Why? Because marketing doesn't live in isolation — every customer interaction, from first touch to long-term loyalty, is shaped by how Marketing, Sales, and Customer Service work together.

Tenon Marketing Automation, built on the ServiceNow platform, brings these teams into the same system of action, powered by shared data and insights.

By connecting marketing automation to the broader enterprise ecosystem, Tenon gives marketers the creative tools and insights they need to move fast, while the enterprise gains the visibility, alignment, and trust it requires at scale.

With the built-in security, compliance, and reliability of ServiceNow, Tenon transforms marketing automation into a connected growth engine — one that fuels collaboration, strengthens customer relationships, and drives results across the full customer lifecycle.

We're excited to share how Tenon, built on ServiceNow, redefines what marketing automation can achieve for you and your business.

Team Tenon

A NEW VISION

FOR CRM

It's time to
REDEFINE CRM

From Fragmented to Unified: One Platform for Every Front-Office Function

Marketing

Sales

Service

ServiceNow is redefining CRM by unifying front-office workflows on a single AI-powered platform built to act, not just record.

As John Ball, EVP & GM CRM Workflows at ServiceNow puts it, "ServiceNow is delivering a groundbreaking new vision for CRM that transforms the entire customer experience around the powerful capabilities of AI. Far beyond rebranded chatbots, we're enabling our customers to orchestrate end-to-end sales and service on a single AI-powered platform, helping organizations manage the entire customer lifecycle with greater efficiency."

This means the customer journey—from lead through opportunity, quote, order, fulfillment, and support — is orchestrated with clarity and speed, minimizing handoffs and maximizing impact across every touchpoint.

> " [Traditional CRMs] are a patchwork of point solutions held together with duct tape and chewing gum."

Bill McDermott, CEO, ServiceNow

A purpose-built
MARKETING SOLUTION

Tenon was founded with a vision to create a marketing automation solution crafted by marketers, for marketers — built to solve the challenges of fragmented tools, siloed data, and disconnected engagement.

OUR INVESTORS

ServiceNow Ventures — the strategic venture arm of ServiceNow — invested in Tenon to accelerate innovation and strengthen our position as the native marketing automation solution on the NOW Platform. Their backing underscores the confidence in Tenon's role within the broader ServiceNow ecosystem.

High Alpha, the venture studio founded by Scott Dorsey, Eric Tobias, Kristian Andersen, and Mike Fitzgerald, brings unmatched experience in scaling SaaS companies. After co-founding and leading **ExactTarget** through its multi-billion-dollar acquisition by **Salesforce**, these serial entrepreneurs pioneered a new model for launching and growing breakout enterprise software businesses. Their investment in Tenon reflects both their belief in our vision and their track record of building companies that transform industries.

Together, these investors provide the resources, experience, and strategic insight to help Tenon redefine enterprise marketing automation and future-proof customer engagement.

OUR BUILD PARTNERS

Tenon is built in collaboration with ServiceNow's trusted partners and enterprise marketers who bring real-world expertise to our Product Advisory Council. Together, this community is dedicated to shaping something special — a marketing solution that reflects the needs of today's enterprises and the opportunities of tomorrow.

The benefits of
A UNIFIED PLATFORM

Tenon is built on the NOW Platform and a single technology foundation — all modules share the same data schema, security model, and automation engine. The result is one cohesive CRM environment that is easier to manage and inherently aligned out-of-the-box, rather than stitched together through integrations.

ServiceNow CRM vs Legacy CRM	servicenow	Others
A **single architecture** for all CRM functions	✓	
One **unified data model** and database (shared across marketing, sales, and service)	✓	
Native workflow and **automation engine** spanning the full customer lifecycle	✓	
Unified security and compliance model with one set of controls and audit logs	✓	
Single vendor and simplified licensing (all CRM functions under one platform)	✓	
One consistent upgrade cycle with assured compatibility across all CRM modules	✓	
Shared extensibility through a single **low-code app engine**	✓	
Scales as one system — no latency or limits moving data across clouds	✓	
Lower total cost of ownership with no need for middleware or duplicate admin work	✓	
Faster deployment and time to value with pre-built workflows and minimal custom code	✓	

MODERN

MARKETING

The challenge of
MODERN MARKETING

Today's marketers face unprecedented pressure: deliver more campaigns, prove ROI faster, and do it all with fewer resources. Yet despite increased activity, meaningful results remain hard to capture.

Studies show that 70% of marketing leaders struggle to measure ROI and nearly as many find it difficult to demonstrate campaign impact to stakeholders. Budgets remain under scrutiny, but fragmented data, disconnected systems, and manual workflows make it almost impossible to see the full customer journey. Instead of gaining clarity, marketers are buried in spreadsheets, redundant tools, and inconsistent reporting.

At the same time, customer expectations are rising. Buyers now demand personalization at every touchpoint — from initial outreach to post-purchase service — but disconnected engagement channels make it difficult to deliver cohesive experiences. Marketing often works in isolation, while sales and service teams operate with different views of the customer. The result: wasted spend, diminished trust, and missed opportunities for growth.

VISIBILITY IS LACKING

Marketing, Sales, and CS struggle to align on campaign efforts and results.

TECH IS DISJOINTED

Imperfect integrations make for siloed data, insights, and action.

EXECUTION IS CHALLENGING

Building email, SMS, and automation is slow and complicated.

> Issues are caused by a combination of the volume of campaigns, as well as the amount of channel fragmentation and data silos that just exist as a natural byproduct of the digital world that marketers are operating in. Combining those into singular stories can be challenging."

Greg Carlucci, Gartner

THE POWER

OF NOW

Unifying the enterprise
WITH SERVICENOW

The answer lies in unifying marketing automation with the enterprise platform itself. That's why Tenon is built natively on ServiceNow — the system of record for so many of the world's leading enterprises.

With Tenon Marketing Automation, marketers don't just gain a new tool. They gain the ability to plan, execute, and measure campaigns in lockstep with sales and service teams, all powered by the same trusted ServiceNow CRM data. Engagement signals — from an email click to a service case update — flow seamlessly across departments, giving every team a complete view of the customer journey.

Tactics like email and SMS enable fast execution, while unified reporting ensures marketing impact is measured alongside business results. This alignment transforms marketing from a siloed function into a strategic driver of growth.

And because Tenon is built on ServiceNow, enterprises gain the security, compliance, and scalability they already trust. No data silos. Just a single, connected platform where customer engagement is clear, campaigns are measurable, and marketing's value is undeniable.

CRM

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Sales

Tenon
Marketing

servicenow.
Customer
Service
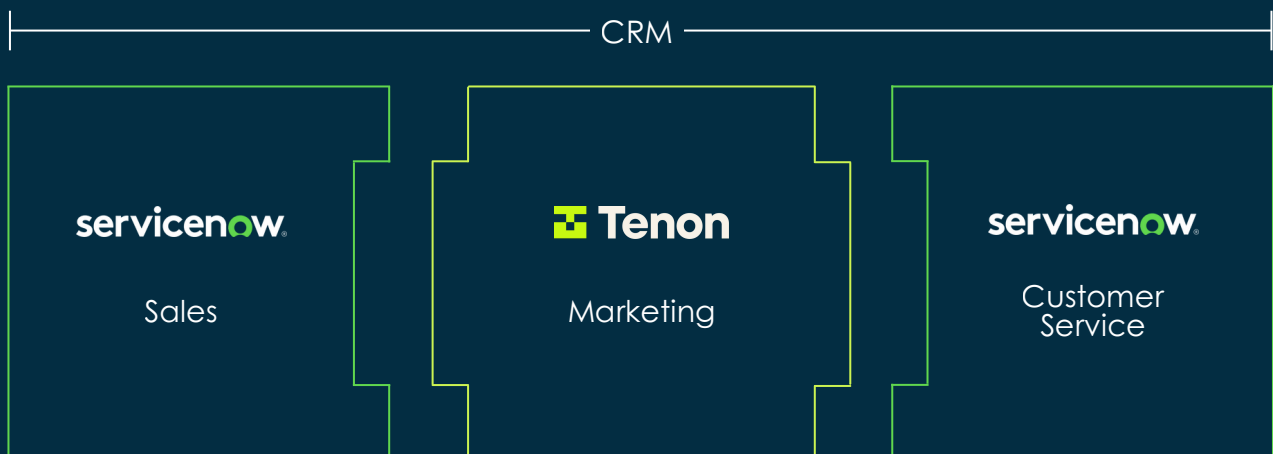
" Tenon is part of our CRM strategy at ServiceNow. As a native application on the NOW Platform, Tenon brings Marketing Automation directly into our CRM, alongside sales and service. This gives customers one unified system to drive efficiency, deliver better customer experiences, and create measurable business impact."

John Ball, EVP & GM CRM Workflows at ServiceNow

Connecting the full
CUSTOMER JOURNEY

Marketing Automation

servicenow.

- Nurture
- Quote
- Order
- Exceptions
- Fulfill
- Support
- Service
- Invoice

In today's enterprise, the customer journey isn't a straight line. Customers shift between channels, stages, and touchpoints fluidly, expecting companies to keep up.

To meet those expectations, modern enterprises must think beyond one-off campaigns or isolated moments. Success requires proactive and dynamic marketing engagement that adapts in real time, aligns with sales and service, and leverages connected data across the organization.

DATA

Shared, enterprise-wide data is the foundation of meaningful engagement. By unifying marketing with ServiceNow CRM, every interaction — from service cases to sales opportunities — becomes part of a single, trusted customer record.

TACTICS

Personalized tactics are what bring data to life. Tenon enables marketers to turn insights into action with targeted email, SMS, and multichannel campaigns — reaching the right customer at the right moment, every time.

INSIGHTS

Actionable insights close the loop between engagement and outcomes. With Tenon reporting connected to ServiceNow, marketers can measure impact, optimize campaigns, and prove value alongside business results.

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THE TENON

SOLUTION

Target with
AUDIENCES

Organize, segment, and nurture your leads and contacts to ensure your marketing messages reach the right audience at the right time.

TARGET WITH PRECISION

Build dynamic audiences with direct access to ServiceNow data points and customer insights.

Choose a Source for your List*

Contact
Create a list using Contact records

Company
Create a list using Company records

Employee
Create a list using Employee records

Lead
Create a list using Lead records

	Name	List Size	Type
	USA Contacts	689	Dynamic
	Marketing Contact List	13,564	Dynamic
	Newsletter Opt-in	675	Dynamic
	Spring Release Webinar	98	Dynamic
	Contacts with Meetings Scheduled	8	Dynamic
	Opportunity Hot List	13	Dynamic
	Open Opportunities	54	Dynamic
	Winter Release Webinar	101	Static
	Target Companies	63	Dynamic
	Fall '23 Release Webinar	84	Static
	Active Customers	211	Dynamic
	Summer Product Release Webinar - Attendees	34	Static
	Summer Product Release Webinar - Registran...	45	Static

Audience
Leads
Contacts
Companies
Lists

MANAGE YOUR CONTACTS

Create and manage targeted audience lists that keep your outreach timely, relevant, and effective.

SEGMENT SMARTER

Target your audiences intelligently to tailor outreach and maximize engagement with robust data filters.

Where

Lead stage ▾   is ▾   Warm ▾

AND

Marketing Opt In ▾   is ▾   True ▾
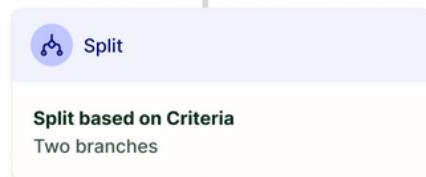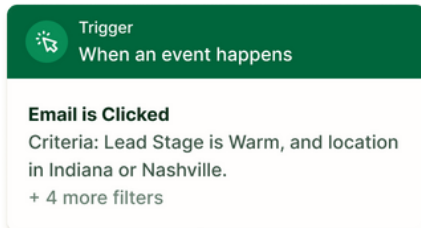
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Automate with
JOURNEYS

Orchestrate marketing tactics and operations with multi-channel journeys.

AUTOMATE ENGAGEMENT

Design and manage dynamic workflows tailored to your audience, ensuring seamless, personalized experiences at every touchpoint throughout their customer journey.
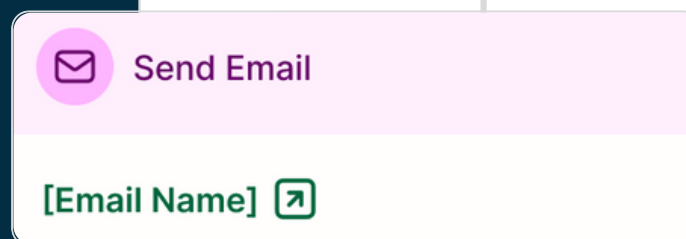
Webinar Follow-Up `Draft`

Trigger
When an event happens

Email is Clicked
Criteria: Lead Stage is Warm, and location in Indiana or Nashville.
+ 4 more filters

Split

Split based on Criteria
Two branches

Location is Indiana   Not Met

Send Email

[Email Name] ↗

Journey Ends

DRIVE ACTION

Build and manage complex journeys with tactics like email and SMS / MMS.
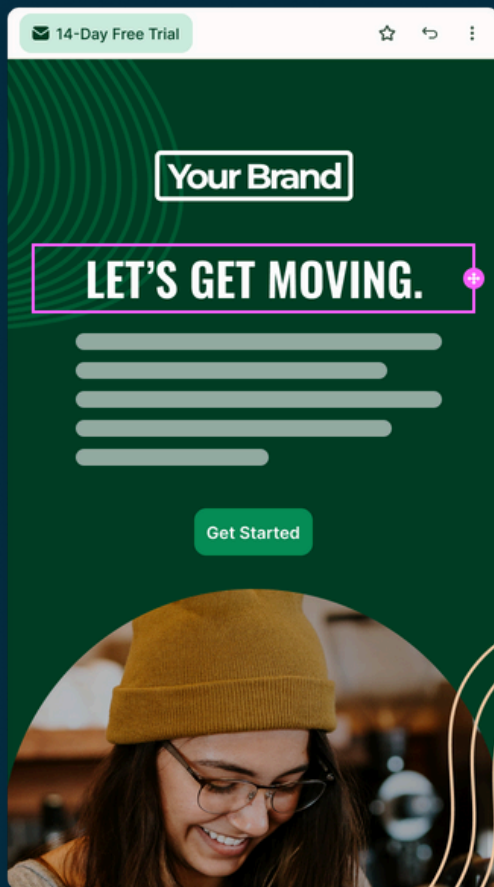
Sent	Opened	Clicked
4,216	38%	21%

ANALYZE RESULTS

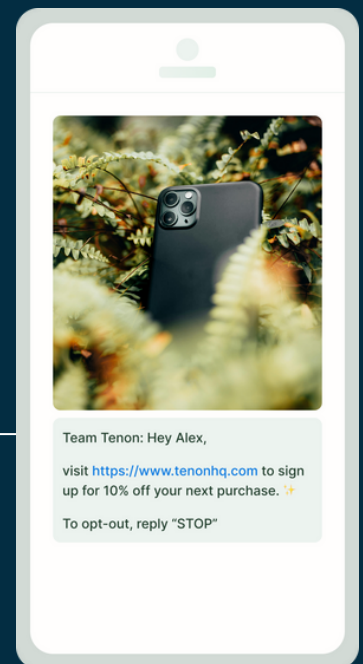Monitor journey interactions to measure customer engagement and inform data-driven decisions.

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Engage with
DIGITAL CHANNELS

Design, deploy, and automate email, SMS, social messages to drive engagement.

14-Day Free Trial

Your Brand

LET'S GET MOVING.

Get Started

DESIGN, TEST, & SEND EMAILS

Design and send visually stunning, personalized marketing emails that drive action at every touchpoint of the customer journey.

Team Tenon: Hey Alex,

visit https://www.tenonhq.com to sign up for 10% off your next purchase. ✨

To opt-out, reply "STOP"

CREATE & SEND PERSONALIZED, TIMELY SMS MESSAGES

With flexible, easy-to-use tools, you can create, schedule, and deliver SMS campaigns at the perfect time to drive desired behaviors.
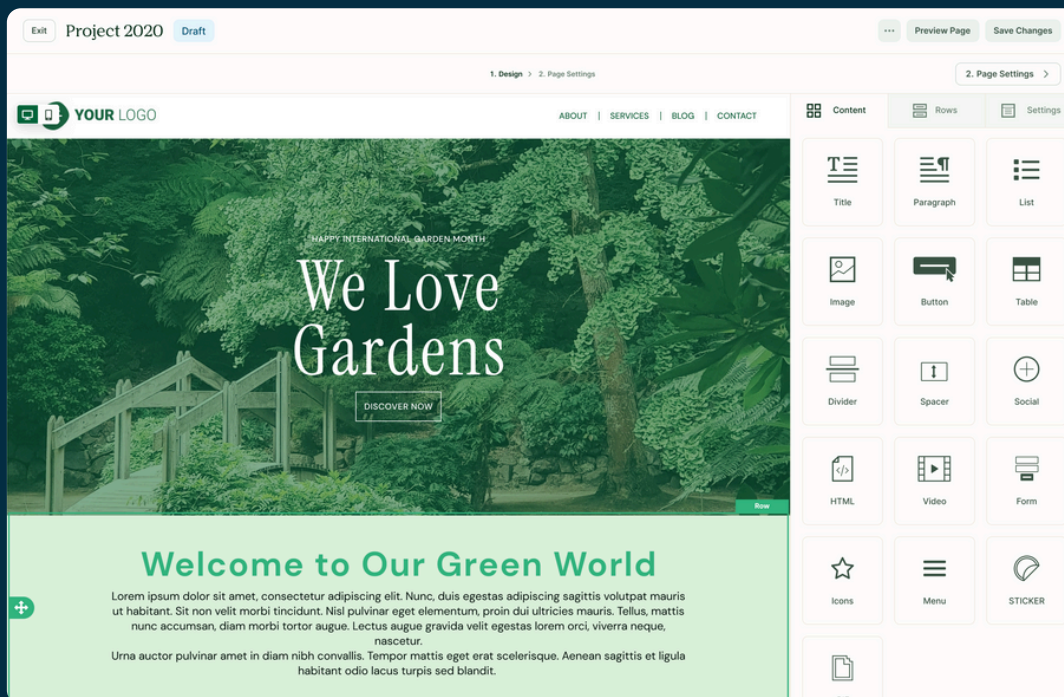
TARGET YOUR AUDIENCE VIA SOCAIL

Build precise, high-value custom audiences to target — then feed campaign results back into the same system of record.

Create demand with
LANDING PAGES

Attract, engage, and convert with easy-to-build landing pages that fuel your marketing engine.

CAPTURE DEMAND WITH FORMS

Capture visitor data, sync it instantly to ServiceNow CRM, and trigger personalized follow-up in real time.

QUICKLY DESIGN & HOST

Jumpstart landing page creation with a library of templates and responsive themes.

Sign up for a tour

First name

Last name

Job title

Email address

SUBMIT

TENONHQ.COM

Share results with
INSIGHTS & ANALYTICS

Leverage detailed analytics to measure campaign success, understand lead and customer behavior, and make smart decisions to improve your business.
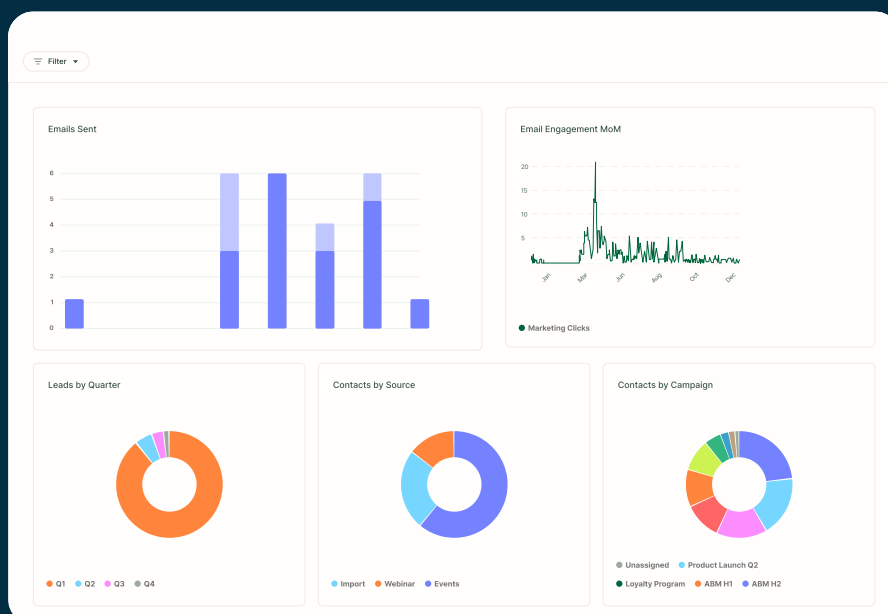
MEASURE WHAT MATTERS

Leverage detailed analytics to track campaign success, understand customer behavior, and see which tactics drive results.

Leads Created by Month (Grouped by Lead Source & Campaign)
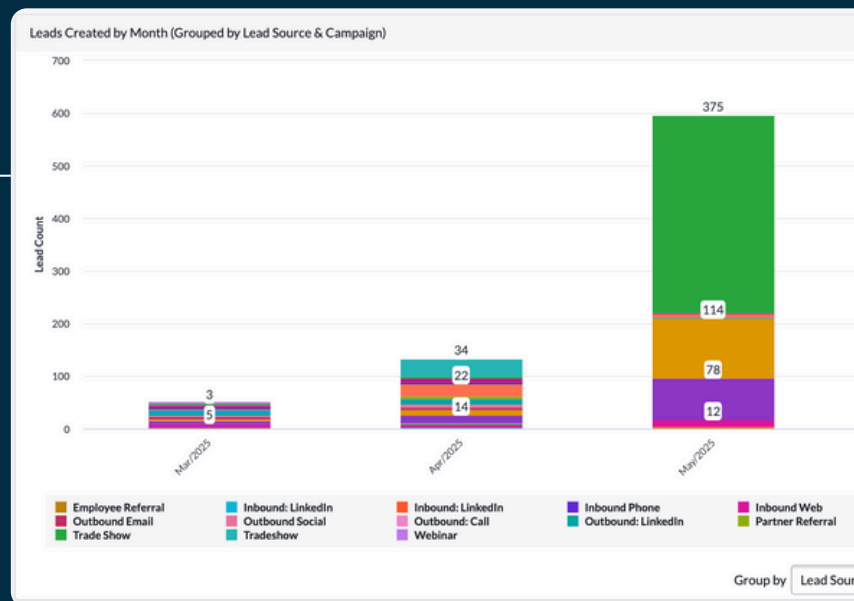
SMARTER MARKETING DECISIONS

Monitor performance across channels with unified dashboards that reveal what's working — and where to improve.

LOOKING TO
THE FUTURE

The benefit to
THE ENTERPRISE

COLLABORATION

With a shared ecosystem and platform architecture, ServiceNow provides a unified foundation that **streamlines work** across the enterprise.

UNIFICATION

With a **unified data model,** users can create cross-business workflows, sharing insights and information that can align initiatives and produce data-driven decisions.

CONNECTIVITY

Its **open API** with over 100 pre-built integrations enables seamless connectivity with existing infrastructure and technology, eliminating the need to "rip and replace" while also allowing for innovation.

CONFIGURABILITY

From fields to workflows and analytics, users have the **flexibility** to tailor the platform to their unique needs and business objectives.

INSIGHTS

Users can measure results efficiently and effectively with **robust analytics** capabilities that enable teams to track performance and prove the value of their efforts.

SECURITY & COMPLIANCE

Robust security measures ensure data protection and regulatory compliance across complex business environments and global enterprises, making it an ideal choice for industries such as finance, healthcare, and pharmaceuticals.

Ready to
CONNECT FOR SUCCESS?

Tenon, built on ServiceNow, empowers enterprises to move beyond disconnected tools and siloed data — delivering clarity, impact, and resilience in a constantly changing market.

The journey doesn't stop here. Unlock your potential by unifying your organization with Tenon on ServiceNow — where marketing, data, and engagement come together on a single trusted platform.

- Unify the customer journey across marketing, sales, and service on one trusted platform
- Turn shared data into action with personalized, timely engagement at scale
- Gain actionable insights that prove marketing's value and guide business decisions
- Future-proof enterprise marketing with built-in compliance, security, and scalability

Together, we can create clarity across the customer journey, strengthen enterprise connections, and future-proof growth in an ever-changing world.