Calm the chaos of content reviews and approvals.

Build content faster by tightening up your review and approval cycles.

Content is the currency of digital experiences.

Creating great content is no longer enough. As customers spend more time in digital spaces, content is constantly in demand. They're looking for experiences that feel as if they were made just for them—and that show you know who they are and what they like. That means delivering highly relevant experiences that reflect their recent behaviors and predict their next need. Teams need to build thousands—or even millions—of individual assets to use across every channel that customers choose to interact with.

73%
of consumers

86%
of business customers

expect to be delighted both before and after purchase.

Source: Adobe and Forrester

> " Customers expect more of our organization, and delivering a great omnichannel experience will help us build trust in our brand and technology offerings. Adobe Experience Cloud is an important partner in this journey, with applications that provide deep insights and an ability to orchestrate personalized experiences at broad scale.

Ari Sheinkin
Vice President of Global Demand, IBM

Don't let reviews and approvals stand in your way.

While creating assets is one thing, getting them through review and approval cycles is another. It's an important process to ensure your content follows a cohesive story and brand identity—and meets legal or regulatory requirements. Only then can you deliver experiences that are relevant and useful to customers in the right moments.

Review and approval cycles are a common—and lengthy— bottleneck in the content lifecycle. And with more digital content to create, that means there's more for teams to manage—more

stakeholders, more feedback, more workflows, and more deadlines that everyone needs to hit. Disconnected and disorganized review and approval cycles slow down important work and make it even more difficult to get personalized content out the door fast enough to make an impact on customers.

Now let's explore four top challenges in review and approval cycles and how to navigate them.

4 KEY CHALLENGES TO REVIEWING AND APPROVING CONTENT:

1

Review and approval cycles take too long.

Content needs to go through endless rounds of reviews.

2

Feedback is outdated, confusing, and disconnected.

Stakeholders are slow to review and often give vague or even conflicting feedback. With too many stakeholders and rounds of reviews, it can get confusing to tell which version is the correct version.

3

Review cycles happen in different systems and processes.

Too often, reviews happen through email, chat, meetings, and other disconnected tools and processes.

4

**Compliance review and approvals are complicated and lengthy.**

Making sure content is compliant with brand standards and corporate, legal, industry, or governmental regulations add both complexity and time to review and approval cycles.

+286%

Using Adobe Workfront to manage creative workflows, The Home Depot's creative team was able to increase the number of completed how-to DIY guides by 286% in one year.

Source: Adobe,
"In Store. Online. The Home Depot Inspires the Entire Experience"

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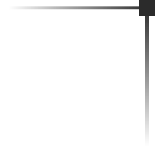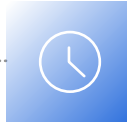
Review and approval cycles take too long.

You've been here before. After rushing to create a new asset, you email it out to stakeholders, and it ends up stuck in review and approval cycles. You send multiple reminders to try and keep up the project's momentum, but roadblocks in the process are holding it back.

Collecting feedback shouldn't hold you back.

Stakeholders might take too long to review assets—or maybe there are simply too many stakeholders all providing input at different times. Tracking down reviews and approvals is a manual and confusing process—and it's more time you could've spent creating. When the feedback finally comes in, it might not match what you initially asked for. Instead, you could realize the expectations and details of the request weren't clear—and you'll need to get your stakeholders all on the same page before moving forward.
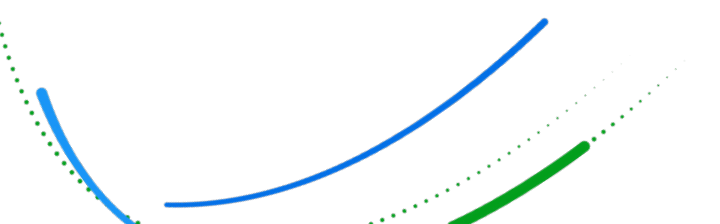
15%

of a creatives' day is spent on review and approvals.

Source: Adobe,
The Future of Creative Experiences

Help stakeholders keep up the momentum.

Instead of letting projects sit in stakeholders' inboxes, get the process flowing. Streamline and automate approval and review processes with Adobe Workfront.

- Automatically notify and update collaborators and stakeholders on all pending and completed approvals outlined in the project workflow.
- Manage reviews and approvals from the tools content creators, project managers, collaborators, and stakeholders prefer to work in.

21%

of creatives identified bottlenecks throughout the content process as a challenge to creating effective experiences.

One of the top bottlenecks?

Getting stakeholder feedback and approval.

Source: Adobe,
The Future of Creative Experiences

2
Feedback is outdated, confusing, and disconnected.

When feedback does arrive, it's not always useful, easy to keep track of, or arriving at the same time. One review might happen in an email chain one week while another might be made up of a series of Slack messages spread across different threads three weeks later. Even if you can keep the feedback straight, it's common to receive conflicting, vague, or outdated reviews. And when you're not sure what feedback to follow, it can be hard to move forward.

36%

of creatives say they use 5–10 different tools to do their work every day.

Tracking feedback across all those tools wastes time, increases version control issues, and leads to disconnected feedback.

Source: Adobe,
The Future of Creative Experiences

Keep versions from going rogue.

When there isn't a standard of how and when to give feedback, stakeholders are going to take their own paths. And chances are, they are all going to do things differently. One may download a copy and make comments on their own, while another could be reviewing the wrong version altogether. When this happens, it's difficult to keep track of which version of reviewed work is most current, who has reviewed it, and who gave what feedback on which version. And that's a puzzle nobody wants to solve.
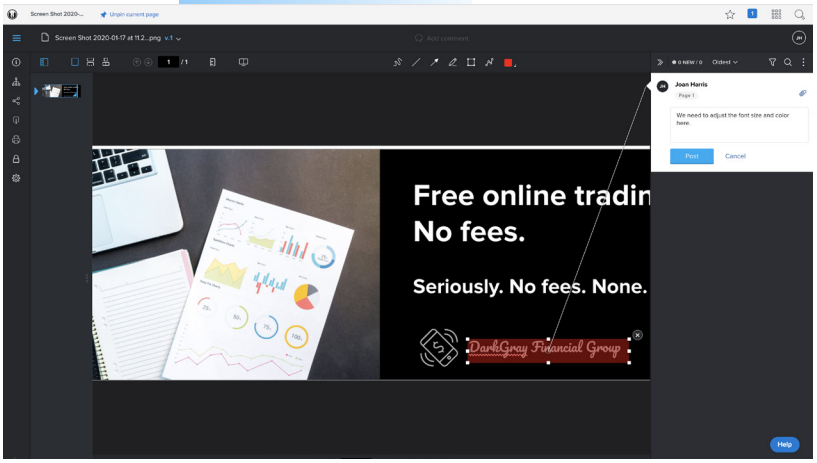
▶ Click thumbnail above to play video clip

Lead the way with digital proofing.

Move your review and approval processes into one system that enables digital proofing like Workfront. That way, everyone can see all the feedback, when it was given, and on which version.

- Use built-in digital proofing to track comments and changes in the same place and make it easy to convert feedback into action items.

- Make feedback clearer by using smart markups like highlighting text, measuring pixels, and using shapes to indicate changes.

- View side-by-side versions to compare updates and changes against previous versions.

3

Review cycles happen in different systems and processes.

Most workflow tools aren't built to support both creative and digital work, let alone review and approval cycles. Imagine a scenario where you're working through a web update. The project might get kicked off in your project management system, but then the creative team does the web layouts in a creative tool like Adobe Creative Cloud. Reviews might happen over email or chat, while approvals could get submitted in yet another system or during a review meeting.

Without a standard process and automated routing, reviews and approvals become harder to track, take longer to get done, and take time away from important work.

95%

of creatives say that being able to communicate with the right stakeholders using the right tools is highly important.

Too many or too disconnected tools just create more chaos.

Source: Adobe,
The Future of Creative Experiences

Raise (and automate) your standards.

Instead of haphazardly moving from one step to another without communicating, make sure everyone follows the same processes for every review cycle. With Workfront, you can simplify this process by standardizing and automating review and approval workflows all from one unified system.
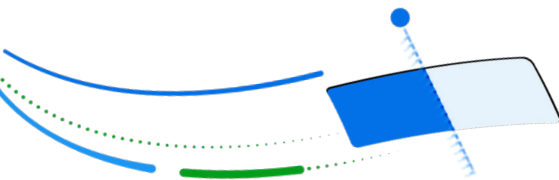
- Build custom forms and ad templates so teams have all the information they need from the start of a project—reducing the amount of rework that has to be done at the review stage.

- Establish clear review and approval processes to make sure everyone knows what they need to look at and when.

- Gain visibility into each review stage with a record of feedback in one place.

IBM consolidated from **40+ to 5** unified marketing technology platforms with Adobe.

Source: Adobe,
*The Future of Creative Experiences*

4
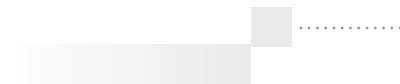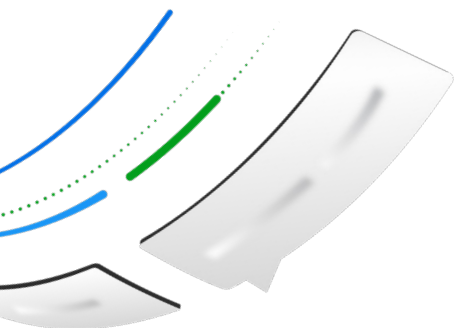
Compliance review and approvals are complicated and lengthy.

Compliance reviews and approvals can become even more complicated with specific standards to meet, more stakeholders that need to get involved—and higher stakes. If you're running compliance workflows through teams like brand, legal, or public relations, you'll need get approval on every piece of content. And if you need approval from regulatory bodies, you'll have to meet an extra set of standards and regulations at federal, state, and local levels. Many of these regulatory bodies use outdated and paper-based systems, making reviews hard to track and information difficult to find.

Break out of the endless review loop.

With brand standards, legal regulations, industry regulations, and other compliance workflows, there are bound to be several review and approval cycles. If these cycles aren't unified to one system, problems like version control issues can block your content from getting delivered on time if it can't meet compliance.

Stakeholder reviews

Brand review

Executive review

Legal review

Regulatory body review
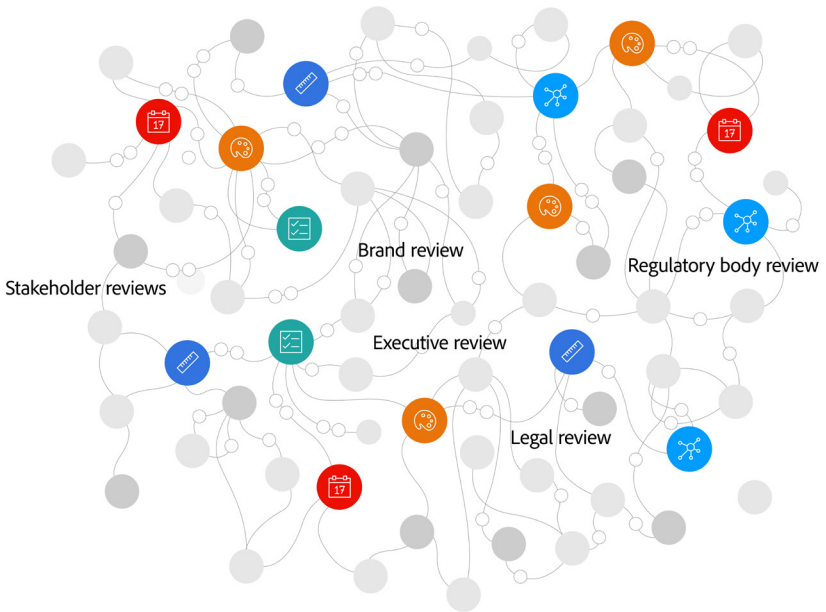
Meet your new review record keeper.

Maintain a historical audit trail to make sure all digital content is compliant with brand standards and corporate, legal, industry, or governmental regulations. Workfront tracks everything that happens in a project—from ideation to completion—including reviews, approvals, and compliance checks.

- Document the history of all approvals and actions.
- Allow new content to be reviewed in a modular fashion, significantly shortening review and approvals.
- Centralize, define, and automate regulatory reviews.
- Automatically route compliance checks to the right people.

Step into the ideal review and approval workflow.

Create a central place for creative teams and stakeholders to make reviews and approvals happen faster.

Capture all relevant information at the intake stage with a standardized brief.

→

Creators generate a digital proof directly from the creative tool they're working in.

→

Automated workflows notify reviewers when an asset is ready for their review, making sure assets get reviewed by the right people in the right order.

→

At this stage, digital proofing:

- Makes sure everyone is reviewing the most current version

- Allows reviewers to see versions side by side

- Consolidates feedback into a single location

- Gives content creators contextual feedback

→

Content creators see feedback directly in their creative tools.

→

If an asset needs to go through internal or external compliance reviews, automated workflows and digital proofing capabilities keep reviews on time and in the right order.

→

An audit trail ensures assets meet all standards and regulations before being finalized.

→

Automated workflows notify all stakeholders to approve an asset. A centralized record allows content creators to see who has approved the asset and when.

→

Content creators can directly upload approved assets to the DAM from their creative tools.

Set the pace with Adobe Workfront.

With Workfront, review and approval cycles don't have to be a bottleneck. Manage all your workflows from one unified system and take the chaos out of gathering stakeholder feedback by standardizing your review processes.

Instead, enjoy centralized and automated digital proofing workflows that get content to market faster.

Explore more

Sources

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