Speed up time-to-market by streamlining the creative process
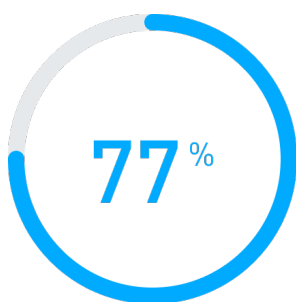
Creative Workflow

This is the time for brands to create relevant, authentic, and powerful digital experiences for customers everywhere. Marketing pivots require brands to create and not lose momentum when launching new campaigns or products, but WFH has made collaboration and feedback rounds increasingly complex—which **drives the need for web-based marketing collaboration tools**.
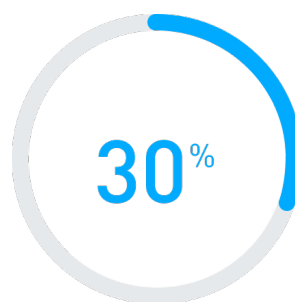
Increase your team's productivity, resolve inefficiencies, and beat your competition with Bynder's Creative Workflow.

Why Bynder's Creative Workflow?

- It lets you manage the full asset lifecycle

- It lets you review and approve creative assets quickly and efficiently

- It's configurable to your own creative process

77%

30%

77% of creatives say that there is increased pressure to be more productive at work.

30% of creatives say they don't have time to be creative.
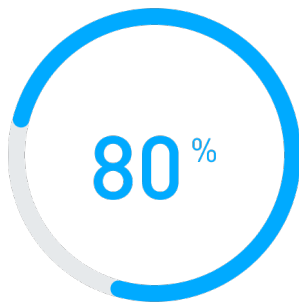
Popular use cases

Creative approval: Forget endless email threads when collaborating with internal and external stakeholders or agencies. With Creative Workflow, you can enjoy streamlined requests, reviews, and approvals of your creative and go to market faster.

Local & global collaboration: Regional teams worldwide can use Creative Workflow to track, review, and approve brand assets quickly and collaboratively. Streamlined communication between regional offices means your branding will stay consistent as you increase your content output.
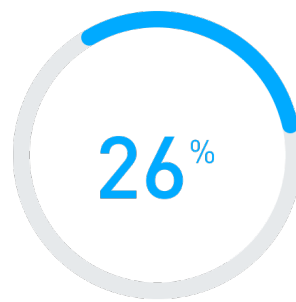
Internal ticketing: Don't get lost in an endless stream of easy-to-miss requests. With Creative workflow, enable users to fill in the brief information needed to smoothly create assets that are on-brand and fit for go-to-market.

> "Creative Workflow informs a lot of decisions, whether it is to bring a new designer in when demand is high or simply to have a rolling view of team workload."

Bertie Milligan-Manby, Business Change and Operations Analyst at Knight Frank

80%

26%

80% say they feel overloaded with requests.

Only 26% of creative and marketing teams have a standardized, consistent review and approval process.

For more information, please request a demo.