## CREATIVE TEAMS ARE LOSING UP TO ONE FULL DAY EACH WORKWEEK ON APPROVALS:

WHAT'S SLOWING TEAMS DOWN (AND HOW TO FIX IT)

Creative and marketing professionals spend too much time chasing feedback instead of creating great work.

StreamWork's survey of 500 marketing and creative professionals reveals just how much time 0, money and morale are lost to outdated approval processes.

Creative chaos is costing more than just time. It's draining budgets, focus, and morale.



>60<sup>%</sup>

of creative professionals spend up to one full day of their workweek chasing approvals. 74%

say the approval process takes more effort than the creative work itself.

**85**<sup>%</sup>

report approval delays beyond planned timelines.

72%

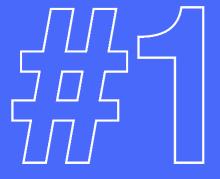
need to re-route or adjust approval workflows midprocess.

58%

say approved content still goes live with errors.

>75%

say delayed approvals directly waste team budgets.



cause of delay:

Misaligned workflows across departments.

If creatives spent less time chasing approvals...

Respondents said their #1 impact would be faster time to market, followed by happier teams and more bandwidth to take on more projects.

Because when approvals flow • , creativity • follows.



Meet StreamWork:
Move from creative chaos to clarity.

StreamWork replaces fragmented tools and email chains with a single, automated platform for proofing and approvals. With multi-stage workflows , bulk approvals real-time dashboards teams gain the clarity and control needed to move faster, without the chaos.

## streamwork

StreamWork helps teams cut review cycles by

and get creative to market faster.

30%

Ready to trade approval chaos for creative flow?

Learn more at

www.streamwork.com



Survey conducted by Pollfish on behalf of StreamWork, October 7–22, 2025, among 500 U.S. adults working in marketing and advertising. Respondents were selected to reflect the U.S. Census data for age, gender, region, and income.

<sup>\*</sup>Survey Methodology: