

## 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** ⌚, **money** 💰  
and **morale** ❤️ are lost to outdated  
approval processes.

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



&gt;60%

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%

report approval delays beyond planned timelines.



72%

need to re-route or adjust approval workflows mid-process.



58%

say approved content still goes live with errors.



&gt;75%

say delayed approvals directly waste team budgets.

#1

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 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](http://www.streamwork.com)



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**\*Survey Methodology:**

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.