

Breaking the Feedback Loop

A creative benchmark report by RoboHead

The Stages of Creative Work



Initiate



Plan



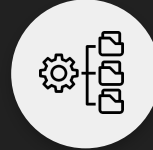
Schedule



Work



Feedback



Share



Report

Featured in this report

The Complex Role of Feedback

While the processes around creative work has continued to evolve, one thing is true: **review and revision is critically important.** From design and content choices to quality and compliance, the review stage is often the most complex. With an average of **4 reviewers** and **3 versions** of the file going out, it's no surprise to learn that the review stage of a project takes up **40% or more** of the total project timeline.

This report unpacks what is taking so long, where gains can be made, and where you can improve your own process.

About the Data

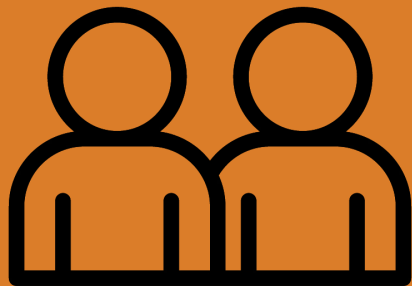
Most of the data in this report is pulled from an anonymized sampling of roughly **10,000 creative and marketing professionals** who use RoboHead to manage their projects. Due to the nature of creative work, individual teams may use different conventions to track their work—even within the same organization. We used AI to find patterns and groupings for the data.



About RoboHead

RoboHead is a project management platform built for creative and marketing teams that gets everyone on the same page and allows you to focus on creative work that drives your company's growth. Learn more at RoboHead.net.

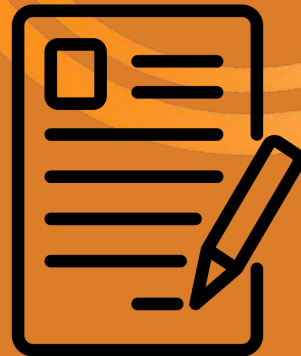
Preview



People



Deadlines



Deliverables



Human Inputs

This section of the report explores metrics around **human inputs** (time, attention, etc.) into the review process. We explore data and give insight into where the time goes.

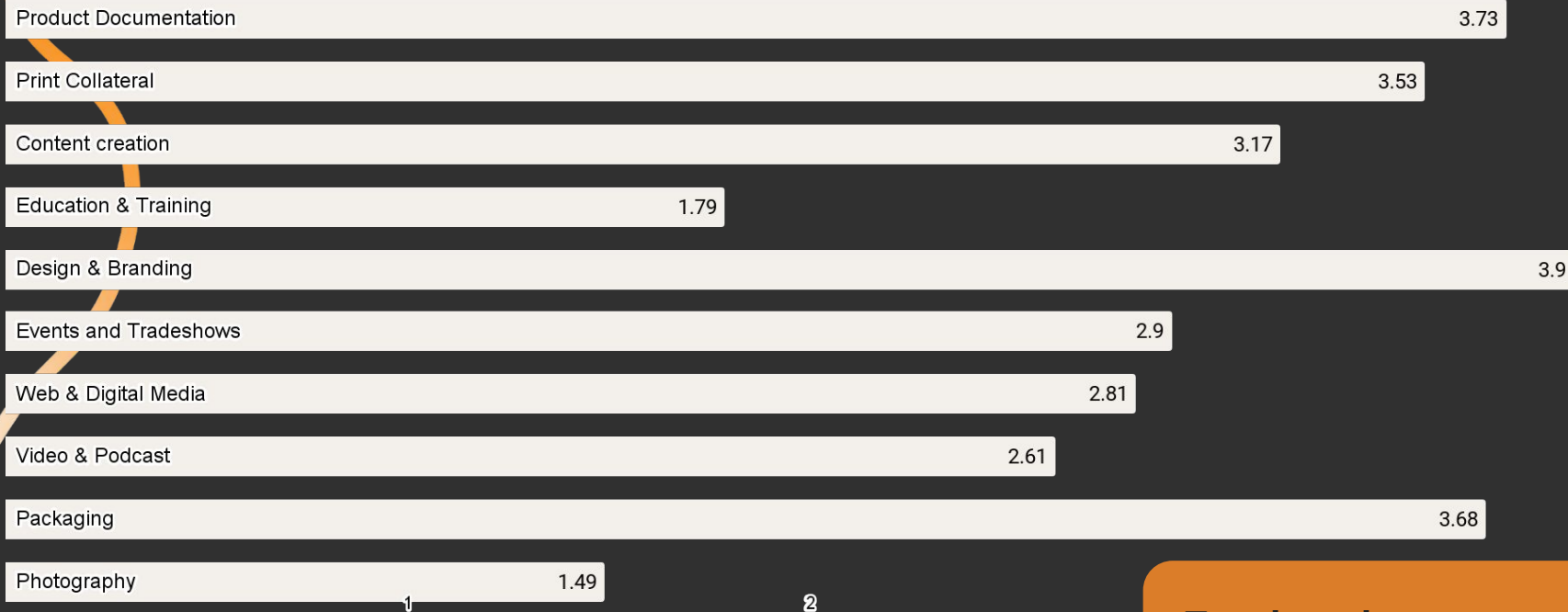
Equipped with data from this section, you will be equipped to examine your own practices and find ways to save time and energy on your own processes, giving focus back to your team.

4 People

The average number of people required to provide feedback on any given project.

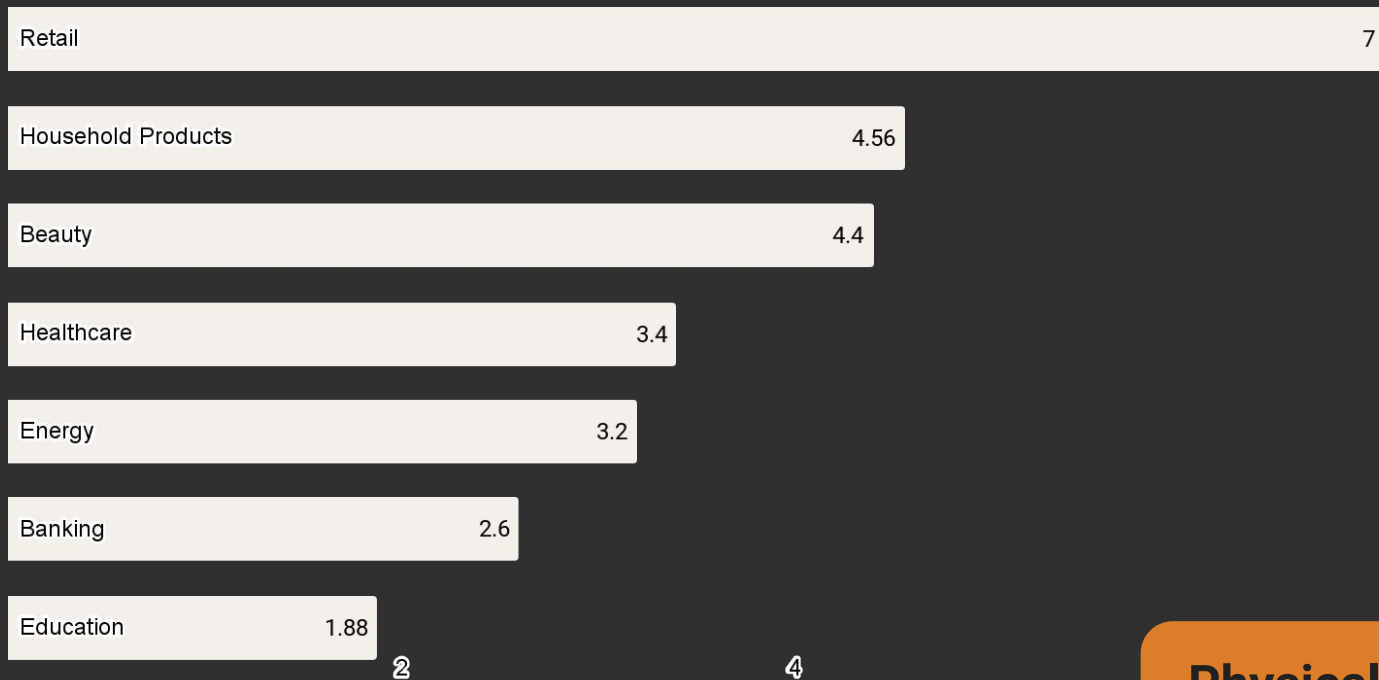
*While the average number of reviewers in all projects is 4, the **most common number** is 1-2, with about 50% of projects requiring less sign off.*

Number of Reviewers by Project Type



Text-based content requires more individual approvals.

Number of Reviewers By Industry



Physical products tend to require more sign off

Maximizing Human Capital

Different companies, industries, and deliverables offer their own unique challenges and approval requirements.

Improving your timelines may not start where you think.

Rather than focusing on removing people from the process, look for ways to remove the delays in getting and applying feedback.



Deadlines

The time it takes to approve work can vary greatly across different organizations.

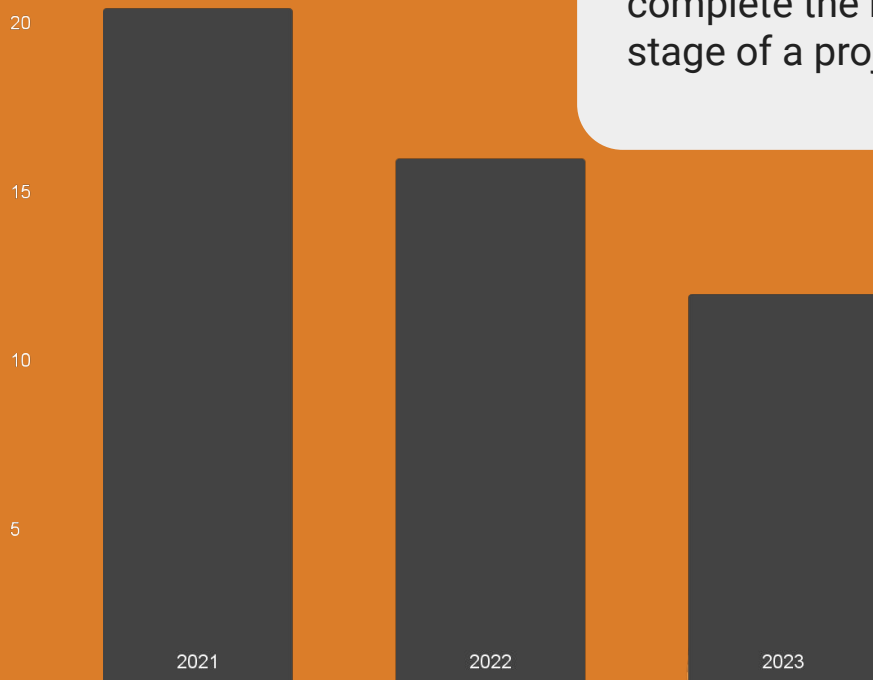
Use the data from this section to **explore your own timelines** and seek to put a magnifying glass to the biggest opportunities for improvement.

40% of Project Duration

Is taken up in the review stage of a project

Teams are Getting More Efficient

Review times are getting shorter...at least for RoboHead customers. Since 2021, there has been a **25% reduction** in the time it takes to complete reviews.



Number of days to complete the review stage of a project

Meeting Deadlines

Timelines can be complex. Effective improvements happen with incremental change. The review stage of a project offers the greatest opportunity to shave precious days off your timelines, simply because it represents the largest single chunk of time.

Improving your review timeline involves lightening the load for your reviewers. Making it easy to “approve” or suggest specific changes quickly reduces confusion and inspires quick action. **A project management tool like RoboHead helps ensure your delays are minimized by making the review process simple for your stakeholders.**

A large, light gray icon of a document with a pencil, positioned behind the title text. The document icon has a header section with a small square and two horizontal lines, followed by several horizontal lines representing text. A pencil is shown writing on the bottom right of the document.

Deliverables

Focusing on benchmark averages broken down by project type is an enlightening exercise to understand where your resources and time are really going.

For example, our numbers clearly show that content creation offers some of the longer and more complex feedback processes, while photography tends to be a lighter lift.

This section helps you look at your deliverables and see how teams with similar projects may have processes that differ from yours.

Content Creation

Offers the most challenging review process for many teams

Number of Reviewers by Project Type



Working Days to Complete Review

Content Creation

Print and
Collateral

Web and Digital
Media

Packaging

Photography

Events and
Tradeshows

1

2

3

4

Revisions by Project Type

Content Creation

Print and
Collateral

Web and Digital
Media

Packaging

Photography

Events and
Tradeshows

1

2

3

4

Strengthening Your Deliverables

Feedback is critical in making your work stronger, but different deliverables can and should require different types and amounts of review. When you break out your analysis by project type, you may be able to find quick wins for improvement.

Applying the Data

This report is part of a larger series shining a light on the metrics within **creative and marketing processes**. We share real data from teams like yours in a format that allows you to put the lens back on your own processes.

By exploring the feedback stage of the process **through the lens of people, deadlines, and deliverables**, we hope to provide you with insights that allow you to identify bottlenecks and improve your own processes.

Streamline Your Review Process with RoboHead

Learn more at RoboHead.Net

