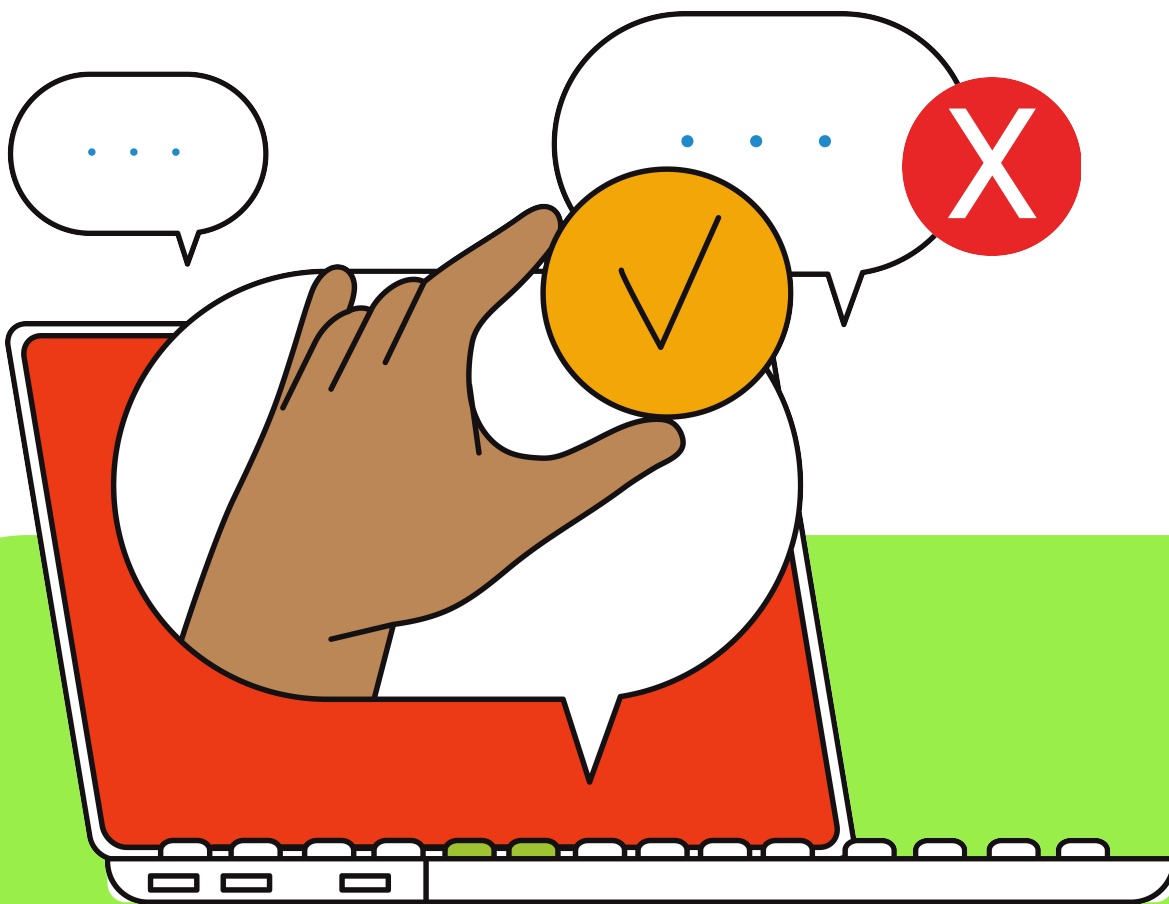


Breaking the Feedback Loop

A Creative Benchmark Report by RoboHead



Introduction

Creative teams need feedback to thrive—it's a critical part of turning ideas into impactful outcomes. **Yet, the feedback stage often becomes a bottleneck, consuming more than 40% of a project's total timeline.**

In this report, we unpack RoboHead's anonymized project data from over 10,000 marketing and creative professionals to identify exactly where review processes get stuck, and more importantly, where you can unlock new efficiencies. We examined key metrics to find actionable insights, speed up approvals, and enhance productivity so that together, **we can break the feedback loop.**

The Review stage
consumes
more than **40% of the
project timeline.**



About the Report

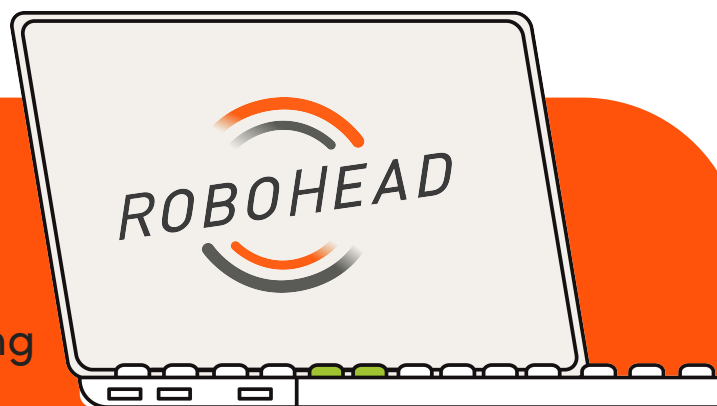
This report is one in a series of benchmark reports published by RoboHead. Our goal is to equip you to make decisions and advocate for your teams. This is the revised version for 2025 with all new insights and updated data.

About the Data

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.



What's Inside:



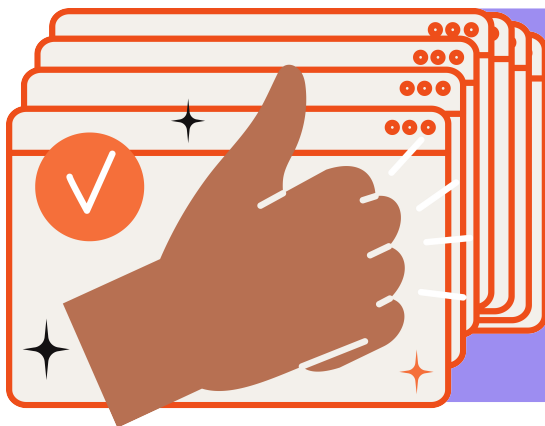
Section 1: People

What human interventions drive timelines?



Section 2: Deadlines

What time constraints drive work?



Section 3: Deliverables

How does the work drive the process?



Section 1: People

Creative projects depend on human insights, attention, and timely feedback. In this section, we dive into the data behind these human inputs, **examining exactly how people influence the review stage of projects.** By understanding where time and energy are spent, you'll gain practical insights to streamline your review processes, reduce unnecessary delays, and refocus your team's efforts on creative excellence.

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

4 ✨
People

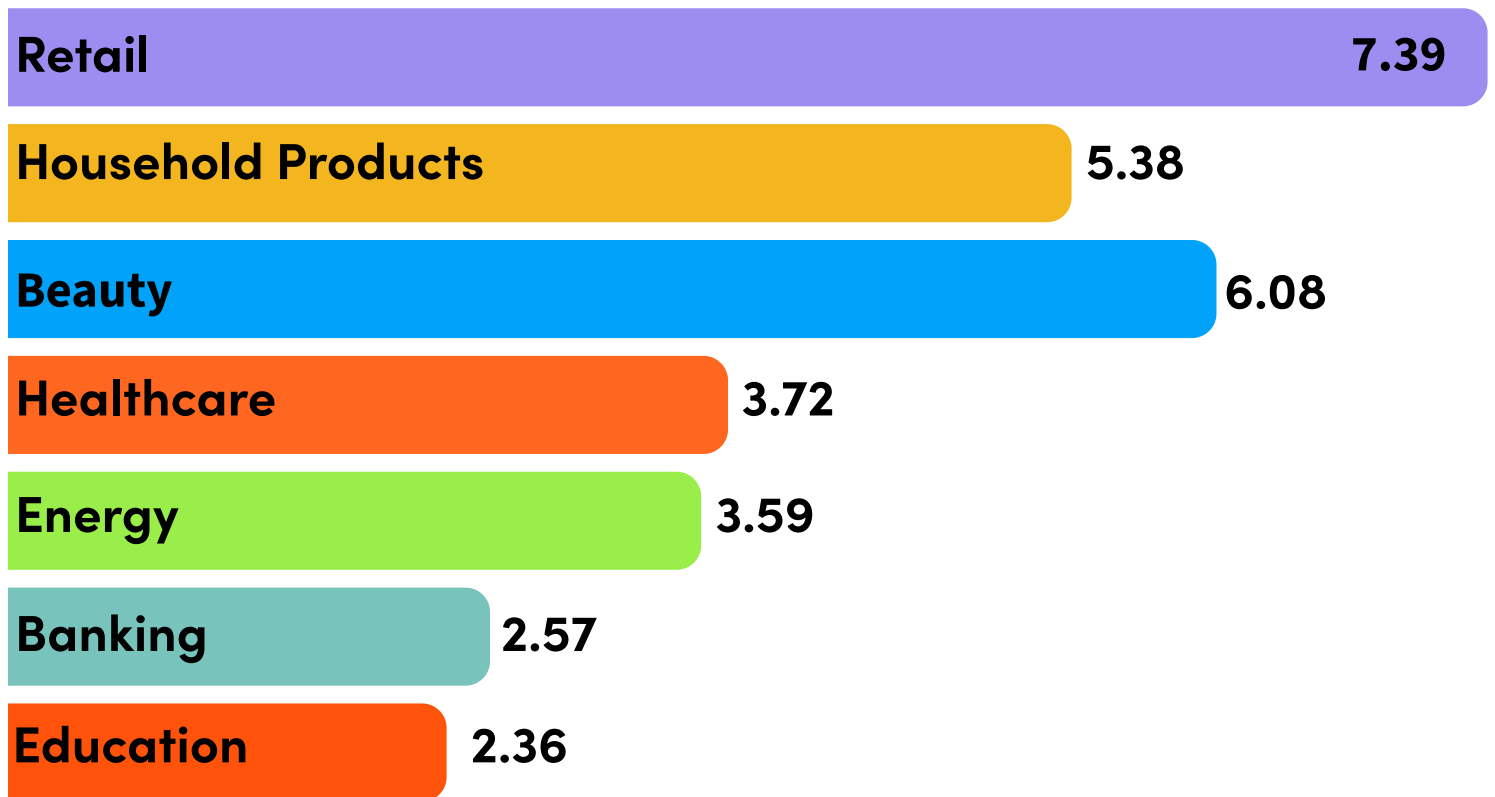
Number of Reviewers by Asset Type



Too Many Cooks?

Often, more reviewers create longer timelines, more revisions and more complicated processes. These extra eyes are sometimes important, but a good way to streamline is to determine who "must" approve vs. who is optional.

Number of Reviewers by Industry



Industry Impact

Every industry has different feedback requirements. Product-focused and consumer-facing brands generally need feedback from more people and parts of the business.



Section 2: Deadlines

Time constraints significantly influence the efficiency and effectiveness of creative projects. In this section, we explore the data surrounding deadlines, examining exactly how time impacts the review stage of creative work. By gaining insight into the relationship between time management and project outcomes, you'll be better positioned to identify areas for improvement, streamline your review processes, and ultimately enhance your team's productivity.

Careful analysis of how deadlines affect creative processes will reveal inefficient processes and pinpoint exactly where delays occur.

**Reviews are completed 50%
faster than 4 years ago.**

How much of the initial project timelines do reviews occupy?

Technology 78%

Apparel 107%

Pharmaceuticals 94%

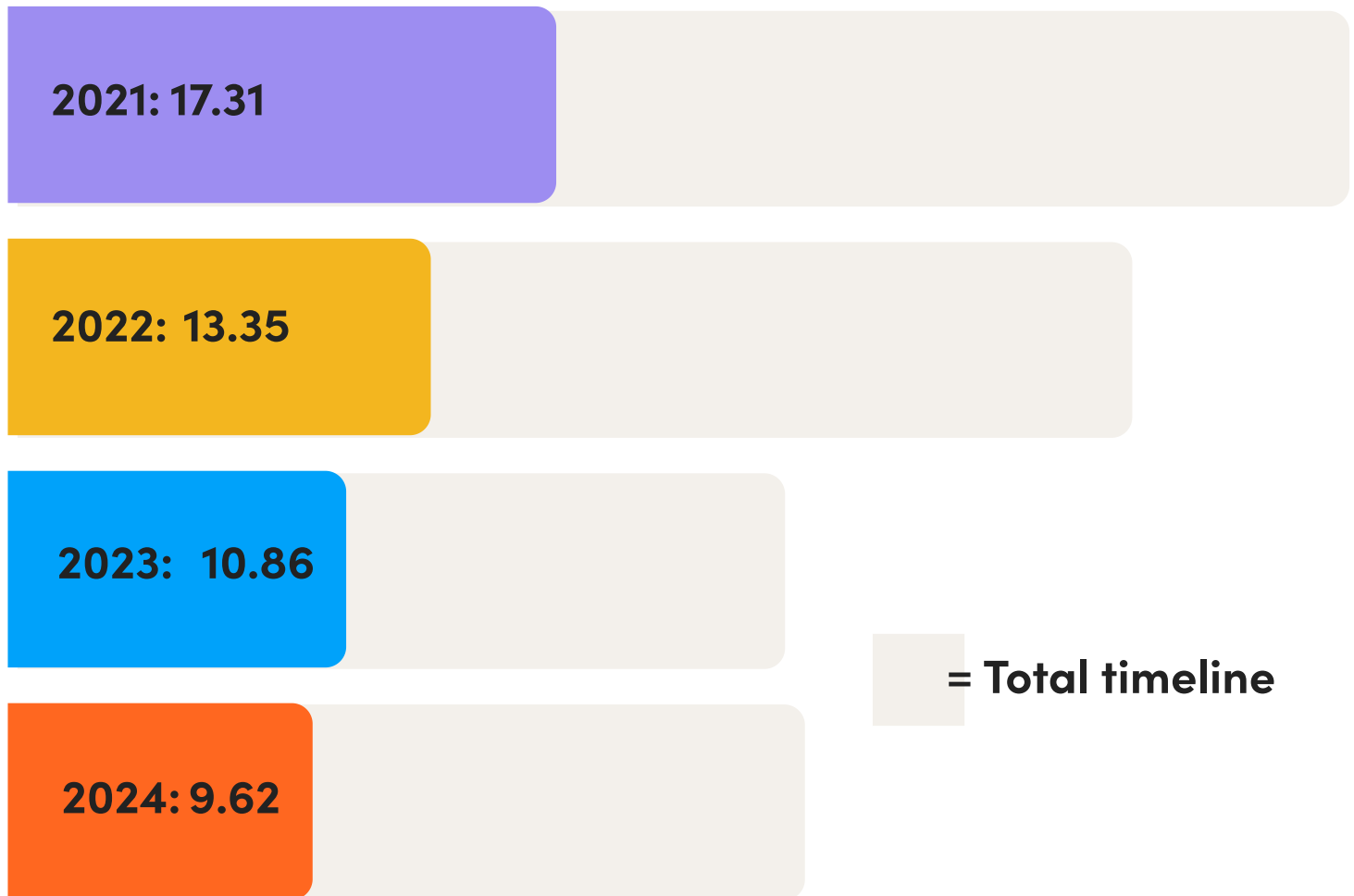
Healthcare 63%

Banking 60%

Planned vs. Actual Timelines

How a review can take up 107% of the timeline? These numbers are calculated using the planned deadlines and the actual review time. So, when reviews go over, they often end up taking longer than the project manager allocated for the entire project to be completed.

Working Days to Complete a Review



= Total timeline

RoboHead Users Are Getting More Efficient

While most of the numbers in this report point to general trends like shorter project timelines, this also points to improvements with how RoboHead users engage with their project management tool.



Section 3: Deliverables

Different types of work require their own unique approach.

For example, our numbers show that content creation requires a longer and more complex feedback process, while photography tends to be a lighter lift.

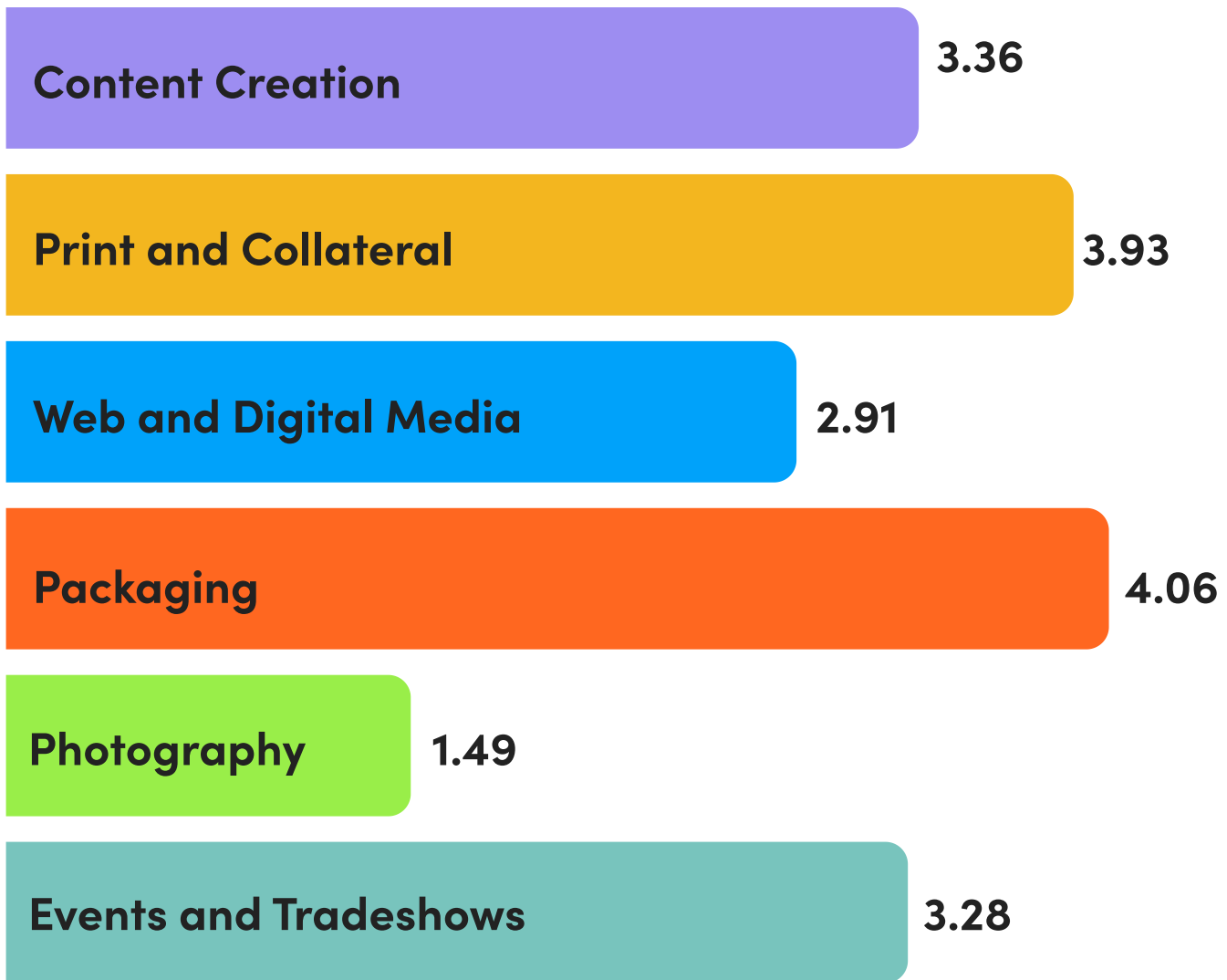
In this section we look at deliverables and see how teams with similar project types may have different processes from those of your team so that you can find places to look for options to streamline those processes.

The average number of revisions on any given deliverable:

3.5

Revisions

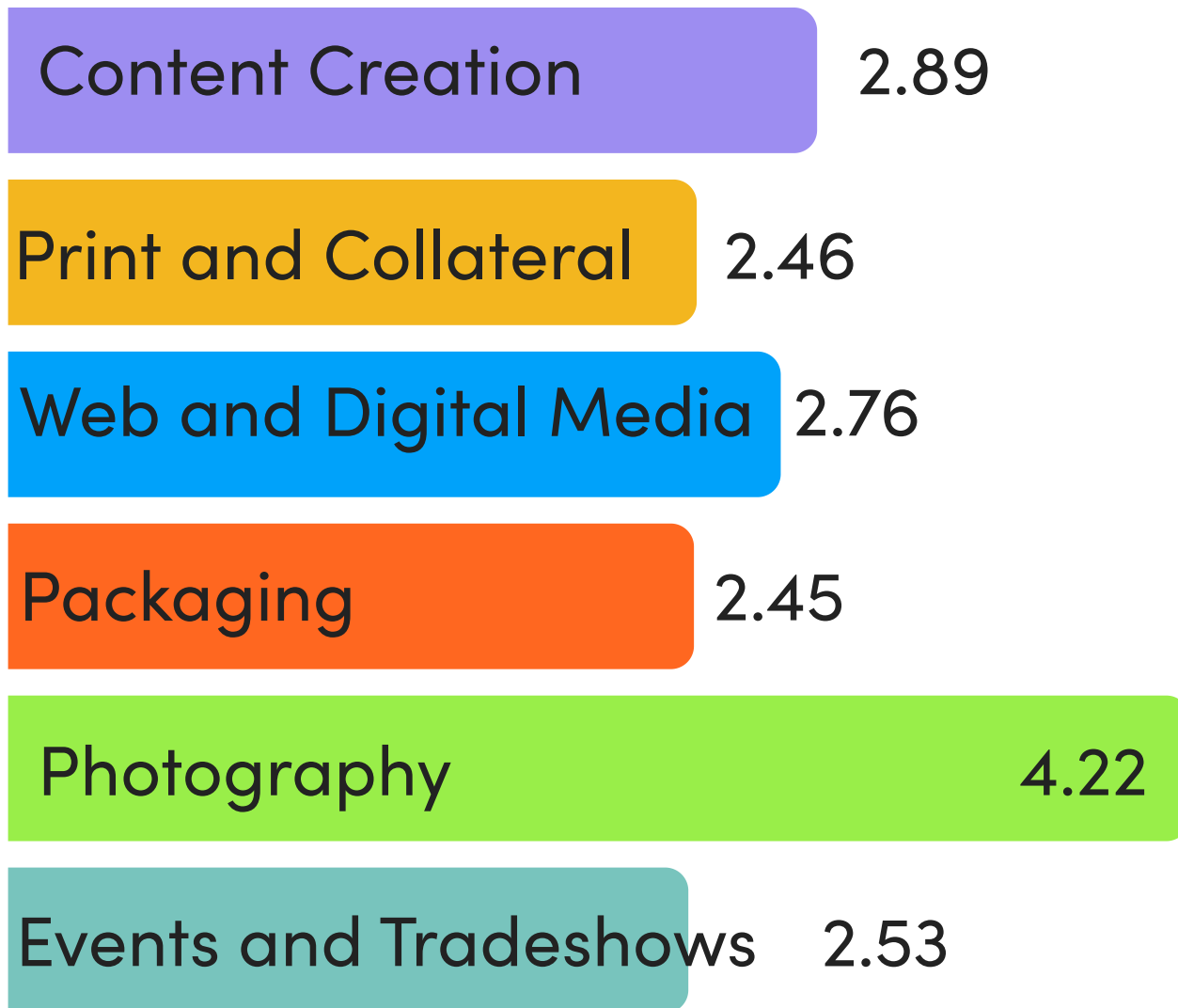
Number of Reviewers by Project Type



All Eyes on Print

Understandably, projects that result in real, tangible materials take the cake on the number of people required to sign off on projects.

Revisions by Project Type



Yes or no questions

Photography and other visually-driven media may require more rounds of revision because it may be more difficult to provide nuanced feedback.

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 Reviews
with
RoboHead**

