

Breaking the Feedback Loop.

A Creative Benchmark Report by RoboHead — the 2026 edition. A fresh year of data on how people, deadlines, and deliverables shape the review stage of creative work.





THE BIG PICTURE

First drafts are faster than ever. Review is where the craft happens.

Average total project duration has nearly halved year over year — from roughly **50 days to about 25**. Getting to a first draft has never been quicker. What hasn't changed is the part that actually makes the work great: **review and revision still takes up more than 40% of the timeline**, and that's exactly where it should be.

We unpacked RoboHead's anonymized 2025 project data from over 10,000 marketing and creative professionals to celebrate where teams are winning back time — and to show how to make the review stage as smooth as the rest of the process.

REVIEW STAGE

40%+

of the timeline is dedicated to review — the stage where good work becomes great.

WHAT'S INSIDE

01

People

What human interventions drive timelines?

02

Deadlines

What time constraints influence the work?

03

Deliverables

How does the work shape the process?

The humans in the loop.

Creative projects depend on human insight, attention, and timely feedback. Here's how people shape the review stage — and where time disappears.



4

reviewers, on average,
per project

More cooks usually means more revisions, longer cycles, and tangled approval chains.

Reviewers per project BY PROJECT TYPE · 2025

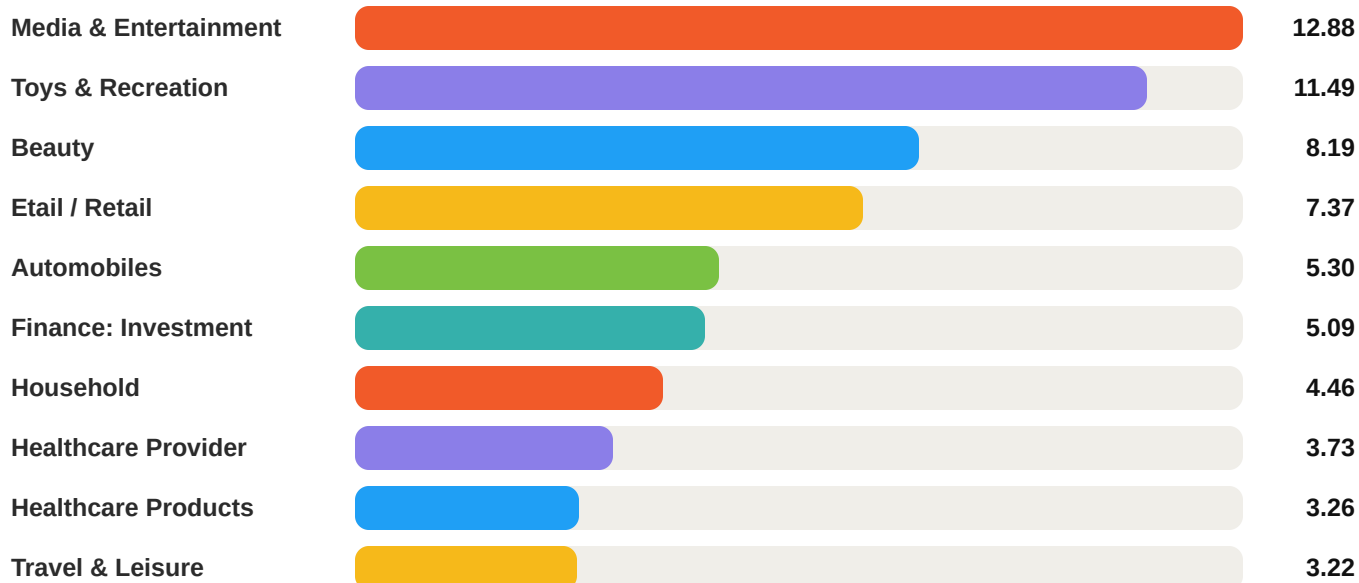




SECTION 01 · PEOPLE · CONTINUED

Industry impact

REVIEWERS PER PROJECT · TOP 10 INDUSTRIES · 2025



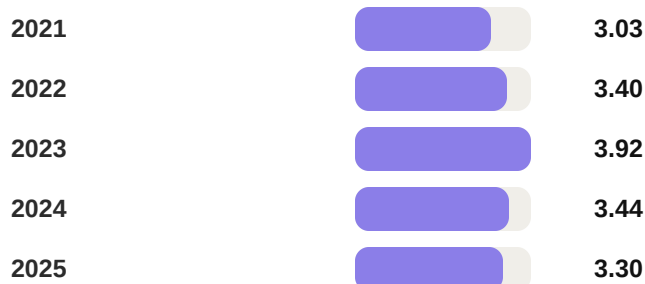
Committees are tightening. Media & Entertainment has cut its reviewer count from 27.53 in 2023 to 12.88 in 2025 — even the industry that historically pulled in the most eyes.

NEW IN 2026 · REVIEWERS VS. APPROVERS

This edition separates **reviewers** from **approvers** — the people whose sign-off is required to move work forward — and tracks comment volume over time.

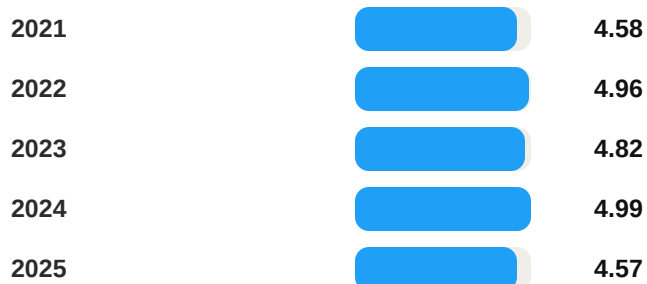
Average approvers per project

2021–2025



Average comments per review

2021–2025



Time bends around reviews.

Time constraints shape the efficiency of creative work. Here's how deadlines warp around the review stage — and what's getting faster.



13.74

days in review, on average
(2025)

Reviews are getting faster, but taking up a longer share of the timeline. Project durations have nearly halved — from about 50 to 23 days — while reviews shrank from roughly 16 to 14. That's a shift from about 32% of a project to nearly 60%.

Days to complete a review

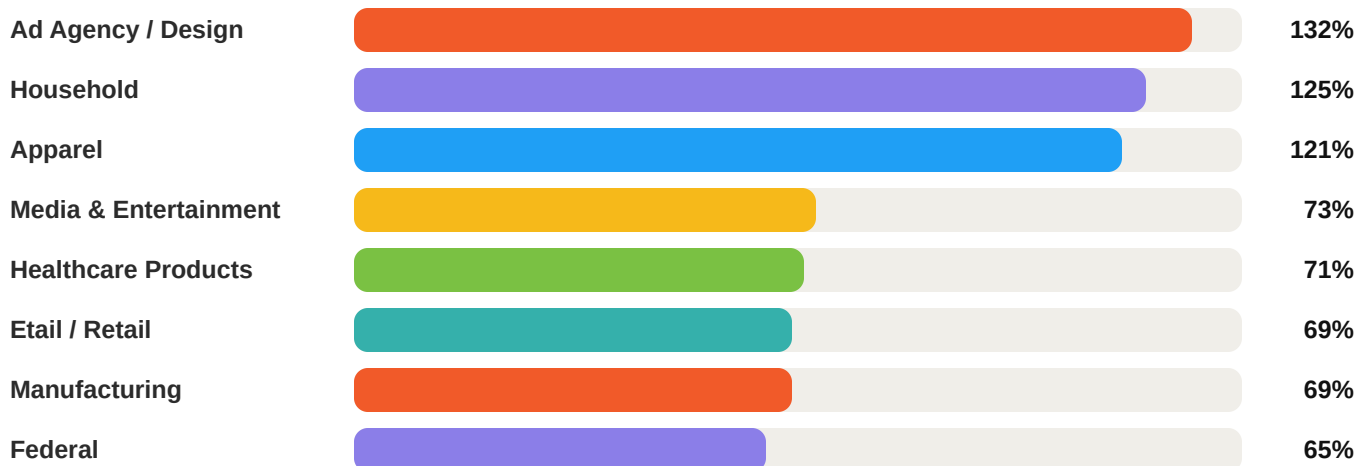
YEAR OVER YEAR



A 1.83-day improvement year over year.

% of timeline spent in review

BY INDUSTRY · TOP 8 · 2025



When reviews exceed **100%**, the review alone outlasts the entire project as it was originally scheduled.



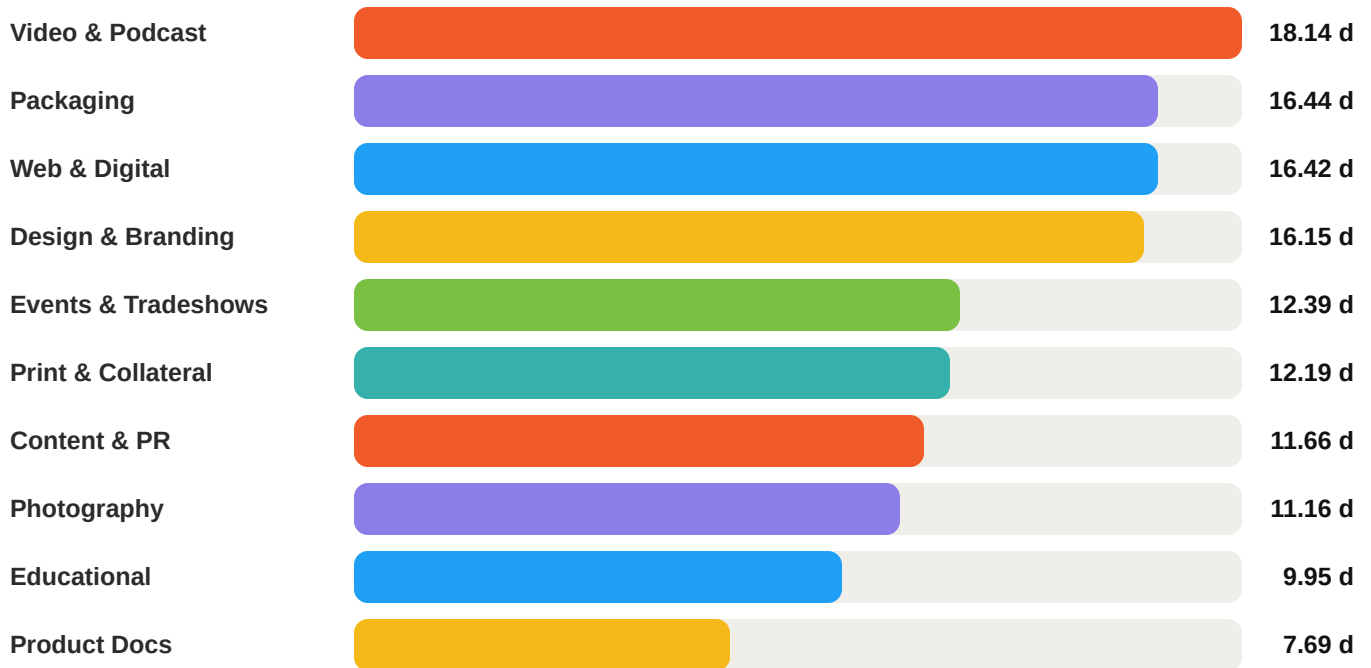
SECTION 02 · DEADLINES · CONTINUED

NEW IN 2026

Calendar-day review duration

BY PROJECT TYPE · 2025

How long the full review cycle takes in calendar days — from the kickoff of review to final sign-off.



Motion and packaged work take the longest to clear. Video, packaging, web, and design all run past two weeks in calendar days, while product documentation wraps in under eight — a reminder that review timelines should be set by the shape of the work, not a single default.

The work shapes the process.

Different types of work demand different feedback patterns. Content creation needs longer, more complex feedback; photography tends to be a lighter lift.



3.5

revisions per deliverable, on average

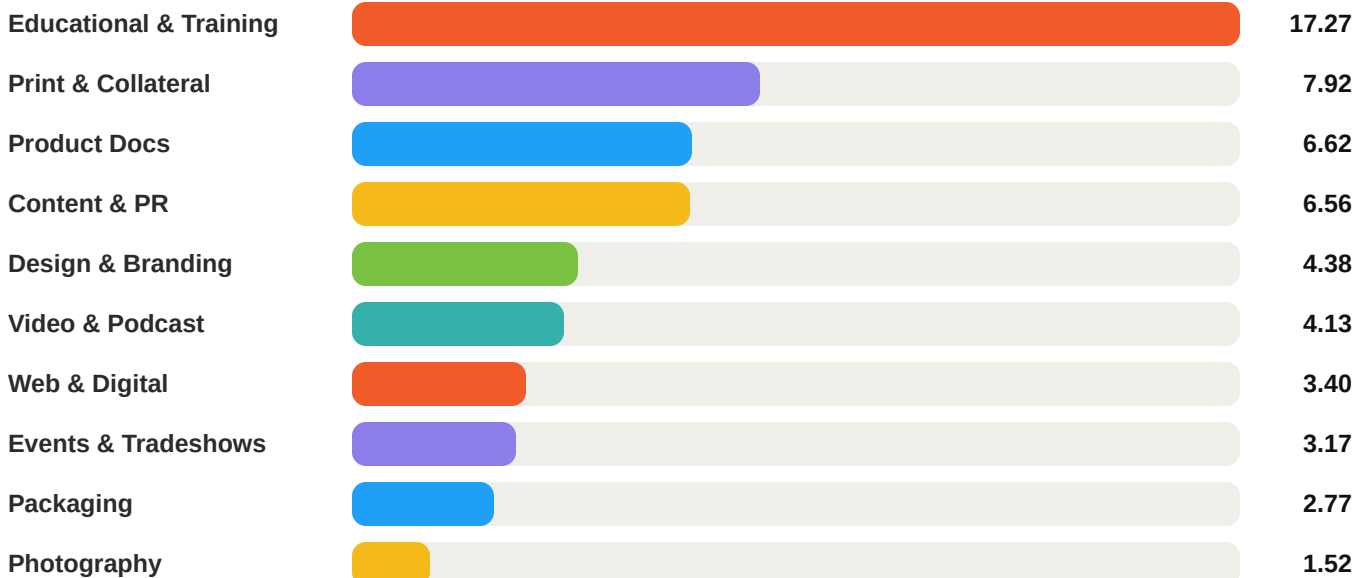
3.49

file versions per review

The more versions in circulation, the more it pays to keep everyone working from a single source of truth.

Where the discussion happens

COMMENTS PER PROJECT TYPE · 2025



Educational & Training draws the heaviest commentary at 17+ comments per project; **Photography** sits under 2 — visually driven media often needs fewer written notes, even when it takes more rounds of revision.



INTERACTIVE · 2 MINUTES

How healthy is your feedback loop?

Take the Workflow Checkup — 7 quick questions and a personalized score with concrete recommendations to break your bottlenecks. No email gate. Just a clear picture of where your review process stands versus the benchmark, and what to do next.

[Start the checkup →](#)

APPLY THE DATA

Streamline your reviews with RoboHead.

RoboHead gets creative and marketing teams on the same page — so review stops being the bottleneck and starts being where good work becomes great.

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