



## Product Factsheet

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# REVIEW MANAGER

[www.BrandMaker.com](http://www.BrandMaker.com)



# Scale Marketing

## Master Content and Budget

BrandMaker provides an all-in-one marketing software to efficiently run your marketing operations. The Marketing Efficiency Cloud is a modular solution suite which is designed to manage the entire marketing process : from planning and budgeting to creation and development, asset management through to advertising material production as well as logistics. Analytics closes the loop: BrandMaker offers all you need to monitor and improve marketing performance, from high-level ROI dashboards to detailed conversion reports.

Provide your marketing teams with a centralized workspace to plan campaigns, create content and empower channel partners: BrandMaker is the central place to orchestrate all your marketing activities.

# Review Manager

Review Manager is a collaborative approval tool for marketing collateral creation. It helps conduct the reviews of various asset types in an organized & fast way. The entire approval cycle is documented so that changes can always be tracked.

# REVIEW

## Collaborative review process

Eliminate time-consuming exchange and handling of reviews via e-mail: Review Manager is the central point of contact for reviews and therefore perfected for a collaborative review process. Allow the insertion of notes and correction requests directly into the document using the marker and comment functions.

## Perfect for video reviews

Be perfectly prepared for various file formats. For instance, you can add a time-dependent marker or comment at the desired point of a video. Commented video frames are displayed to the users, so participants can jump to the desired markers quickly and easily.

## Traceable reviews

With Review Manager you can easily manage document changes and guarantee the review on the latest media version. Using the ongoing comments, the editor can see the progress of the document up to the present and trace previous changes.

## Seamless interfaces

Interfaces to Media Pool, Web-to-Publish and Job Manager even make it possible to start reviews directly from other modules of the BrandMaker solution. Thanks to these interfaces, you benefit from higher asset quality and faster processes.



# APPROVE

## Easily conduct compliance approvals

Sign off reviews with the click of a button: Digital signature option for approving documents make it easy to receive the official approval needed. Enhance the processes' security and speed up approval workflows.

## Guarantee asset quality

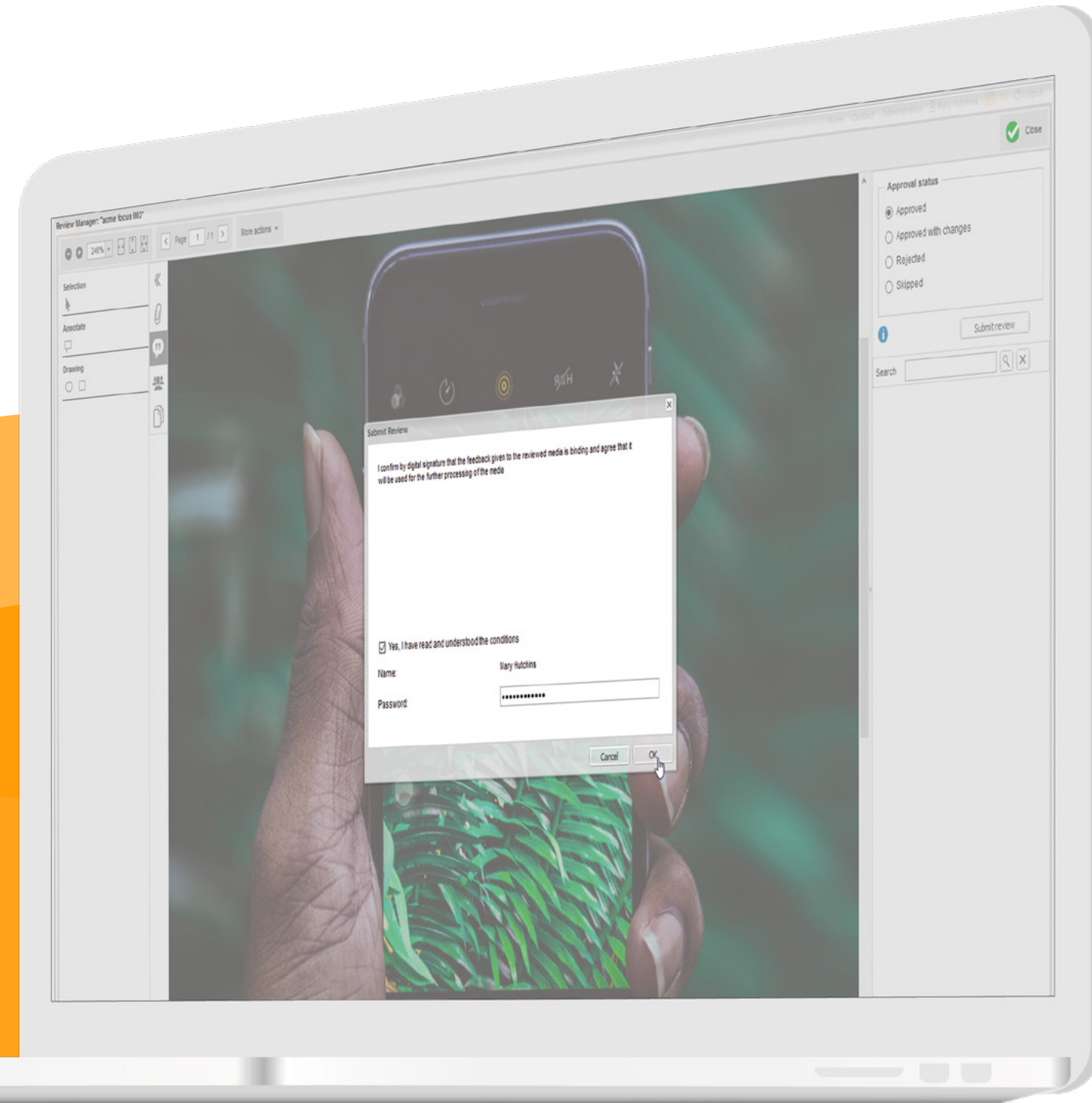
Ensure product info is correct within brand guidelines and compliant with legislation. Involve legal and brand departments at an early stage and guarantee high quality marketing materials.

## Transparent approval workflows

Simplify review processes and provide transparent and consistent documentation for the approval history across all media productions. Requested changes and comments are stored directly in the document, which helps track creative feedback.

## Smooth processes

When a review is completed, Review Manager transfers it back to the creator and notifies him immediately. This way he always knows the approval progress and has an overview of his tasks.



# COLLABORATE

## Eliminate time-consuming exchanges

Review Manager serves as single access point for reviews for all parties involved. The possibility to discuss within a review directly accelerates and simplifies the media review – even in international teams.

## Organize reviews easily

Invite users to the review as participants and enter a briefing to provide information about the objectives of the review. Together with the participants, you can comment on and discuss the document.

## Involve internal and external parties

Easily involve creative agencies and other external parties in the review process. Instead of sending change requests via e-mail, external service providers can comfortably access the change request and comments directly in Review Manager.

## Access from anywhere

Access the document via Internet and browser – at any time and from anywhere. Organize media reviews in international teams across departments and countries without installation and training effort.

