



Charm

Sector: Creative agency





ANTON EVANS

Head of
Creative

We interviewed Anton after
12 months of using PageProof.

Before PageProof

To and fro, resulting in inefficiency

Before PageProof, a lot of comments were misinterpreted – instructions were misunderstood, and sometimes feedback was missed altogether. The back and forth between the clients and agency to ensure changes were clear was inefficient and resulted in lost time.

“Account managers needed to have more in-depth discussions to understand what changes needed to be made, and the creative team had to become deciphering experts.”

74%

of businesses report they need to
**switch between many different
tools** to get their jobs done.



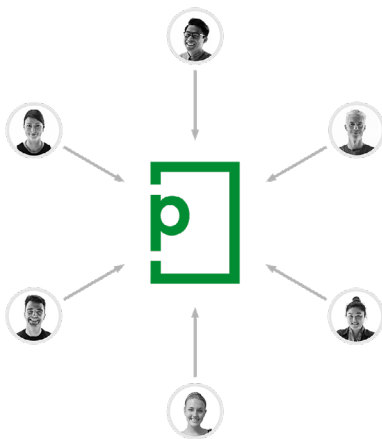
Source: Hubspot - A crisis of disconnection

Challenges to solve

Eliminate confusion. Increase inefficiency.

PageProof streamlines the feedback process – automatically ensuring people see the proof when they need to, and bringing everyone onto the same page. Charm immediately saved 25% of time spent on unnecessary tasks by sending the proof out to stakeholders via PageProof’s automated workflows, instead of via email. They also eliminated the need to collate and clarify changes and feedback entirely. All feedback was now in one place, along with clear markup and instructions for account managers and designers.

“When you add those inefficient tasks together, the time savings for our agency are hugely significant.”



Reviewers all comment on the same proof

25%

Time saved on the **unnecessary admin tasks** of creating hi-res PDFs and emailing them to clients.

Key requirement

Automated approval workflows

Charm is an integrated, independent advertising agency. They deliver beautiful, effective creative of which proofs go to their clients, and often on to multiple suppliers. Charm was looking for productivity gains when routing proofs.

PageProof streamlines the process, ensuring people see the proof only when they need to, with automation moving the proof on when key stakeholders have completed their review. Automated reminders chase reviewers without additional effort from the Charm team.

“Our clients saw how easy PageProof is to use and the benefits it provides for them. They wouldn’t use anything else now.”



70%

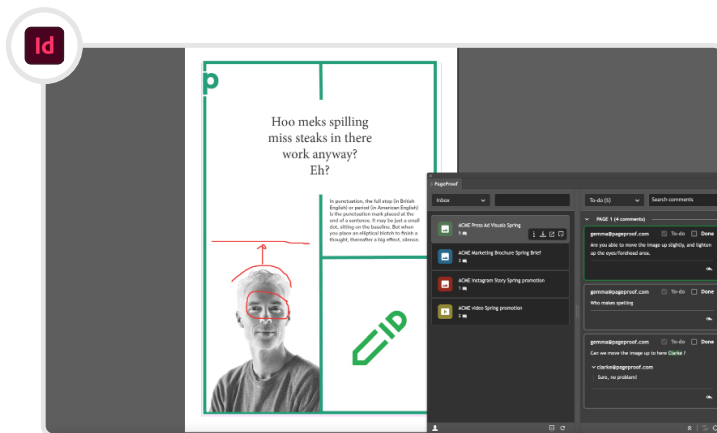
of business leaders believe they could save **30 hours every month** with workflow automation.

After implementing PageProof

Reduced mistakes & increased productivity

Gone are the days of scribbles on scanned documents and hard-to-see comments on PDFs. Everything is clear. Zero hours are spent on collating changes. Utilizing the PageProof plugins for Adobe Creative Cloud apps has significantly improved the productivity of the agency. Comments and markup are displayed clearly over the artwork, along with a to-do list that is quickly checked off by the designer. When you add those tasks together, the time saving is huge.

“The sooner you make the transition to PageProof, the better for your agency and clients.”



PageProof plugins for Adobe CC apps boosts productivity

0 hours

Charm now spends zero hours collating feedback and change requests from different sources.



PAGEPROOF.COM

Contact us

hello@pageproof.com