



simple.
Admation

Streamlining Project & Approval Management:

A Solution for Marketing Teams in Banking and Finance



Take control of your marketing process

Meet a few of our clients that love working with us



To learn more about Admation, and how it can help your team, please contact us at:

sales@simple.io | www.simple.io

What is Admation?

Admation is a Marketing Workflow Platform that manages the creative process from brief to approved asset, with approval workflows and online markup tools that improve accuracy and provide marketing compliance.

Why Admation?

- Approval Templates ensure that all required stakeholders have approved marketing assets before they are in market.
- Improved collaboration amongst reviewers reduces approval versions saving time and producing a better outcome.
- Markup tools provide reviewers with the ability to define changes clearly.
- Batch Mode improves productivity when reviewing approvals with a high volume of similar assets.
- Checklists remind reviewers to focus on the essentials and provide peace of mind.
- A managed approval workflow with deadline management removes last minute friction which impacts accuracy.
- Approval Audit Trail is a mandatory for highly regulated industries.

“Admation is easy to use and simple to on-board. The approval audit trail is invaluable to our business and marketing compliance.”

Hina Mairaj
Marketing Campaign Manager



Who is Admation for?

Admation is uniquely suited to Marketing Teams in highly regulated industries such as Banking, Financial Services, Insurance and Superannuation.

The common requirement is to have **accurate marketing assets** approved by all stakeholders.

Marketing Compliance

Admation was created to enhance the process of managing marketing compliance.

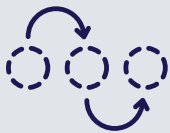


“Admation ensures every piece of our creative that goes to market has been signed off by relevant stakeholders. It gives our business peace of mind that our enterprise compliance around signoff is met.”

Tom Russell
National Ancillary
Networks Manager



Key Features



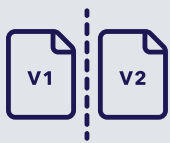
Approval Templates

Direct approvals to the required stakeholders with Approval Templates – ensuring that all required stakeholders are included.



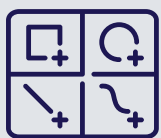
Batch Mode

Today's campaigns often have many variations of similar assets for different platforms all of which need to be approved. Review large batches of assets with feature rich functions that improve productivity.



Compare Revisions

Review approval versions side-by-side including all comments and markups. The review and feedback process has never been easier.



Online Markup Tools

A complete set of markup tools to communicate changes that work on all mediums, including web page markup. Reduce approval revisions with clearly communicated change requests.



Briefing

Create custom briefing forms to capture the right information. Campaign Brief, Creative Brief, Task brief or other. Include key information, date fields and mandatory details.



MS Word Approvals

Review, comment, mark up and approve changes to Microsoft Word documents without leaving Admation.



Marketing Compliance & Audit Trail

Admation automatically logs all approval actions to an approval audit trail providing an immutable record of stakeholder approval as required by regulators.



Forward & Collate

Forward approvals to stakeholders and collate feedback with a few clicks. Bring external parties into the approval process seamlessly, keeping everything in Admation and out of emails.

Admation Highlights

Approval Submission

Purposely designed to feel like email, approval submissions allow you to set deadlines, approval levels (sequencing) and include documents for context.

The screenshot displays the Admation Approval Submission interface. It includes a 'Submission Details' panel on the right with a deadline of 23 Mar 2023 5:00 PM, submitted by Kayla Boss, and a submission team of Marketing. A 'Message' section allows adding a message and attachments. The 'Items' section shows two items for approval: '1073873 Banner V2' and '1073874 Banner V2'. A 'Use Template' modal is open, showing a list of templates with approval levels and approvers. The modal includes a search bar and a 'Done' button.

Approval Levels

Approvals can be sequenced to suit your requirements. For example, Legal may require Product and Risk approval prior to their review.

The screenshot shows the 'Approval Path' modal. It displays a sequence of approval levels and approvers. 'Approval Level 1' is selected, showing approvers Jen Why and Ella Vale. 'Approval Level 2' is also shown, with approvers Chris Tail, Mel Bourne, and Legal (Group). The modal includes a 'Done' button.

Submitter Checklists

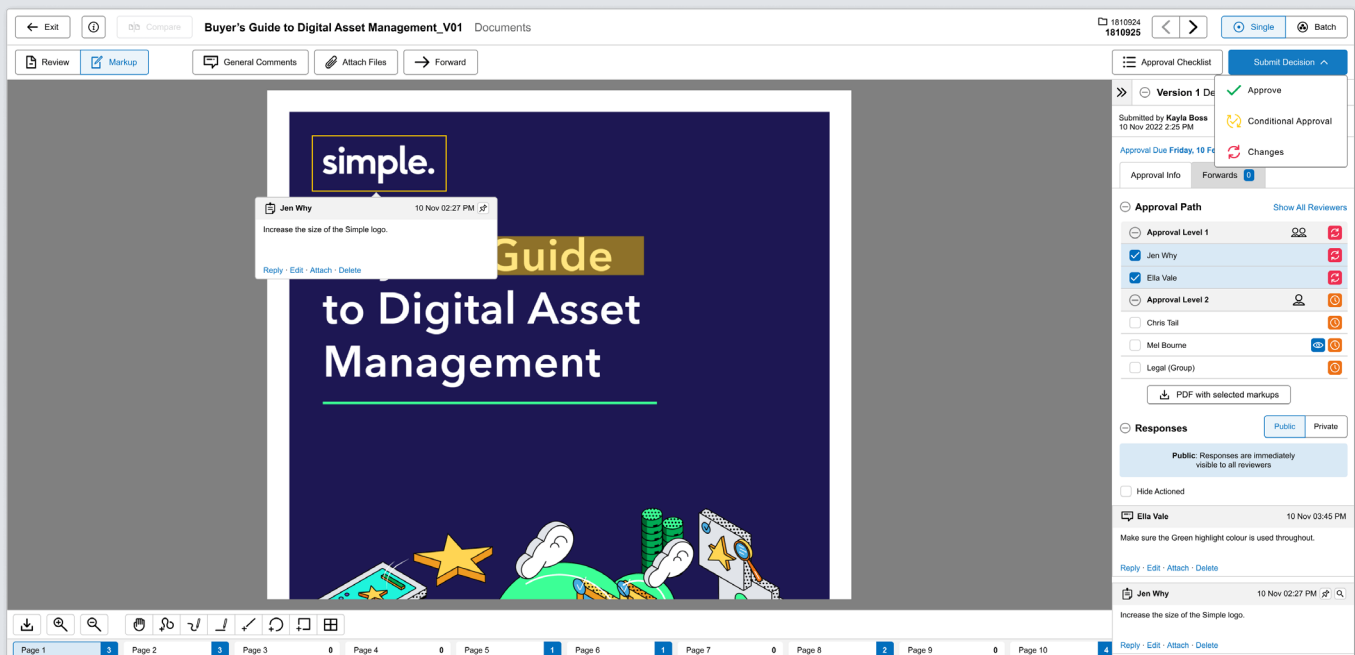
Confirming that the Approval Submission complies with the Checklist typically removes at least one revision from an approval and shortens the turnaround by two business days.

The screenshot shows the 'Legal Checklist' modal. It includes a section for 'Legal Checklist' with a list of questions to be answered before submission. The questions are: 'Has the material been submitted to all other relevant stakeholders, e.g. Product, Policy?', 'Are all facts/figures/statements current and can they be substantiated?', 'Quotes, Photography & Testimonials', 'Discounts', and 'Competitions & Promotions'. The modal includes a 'Done' button.

Admation Highlights

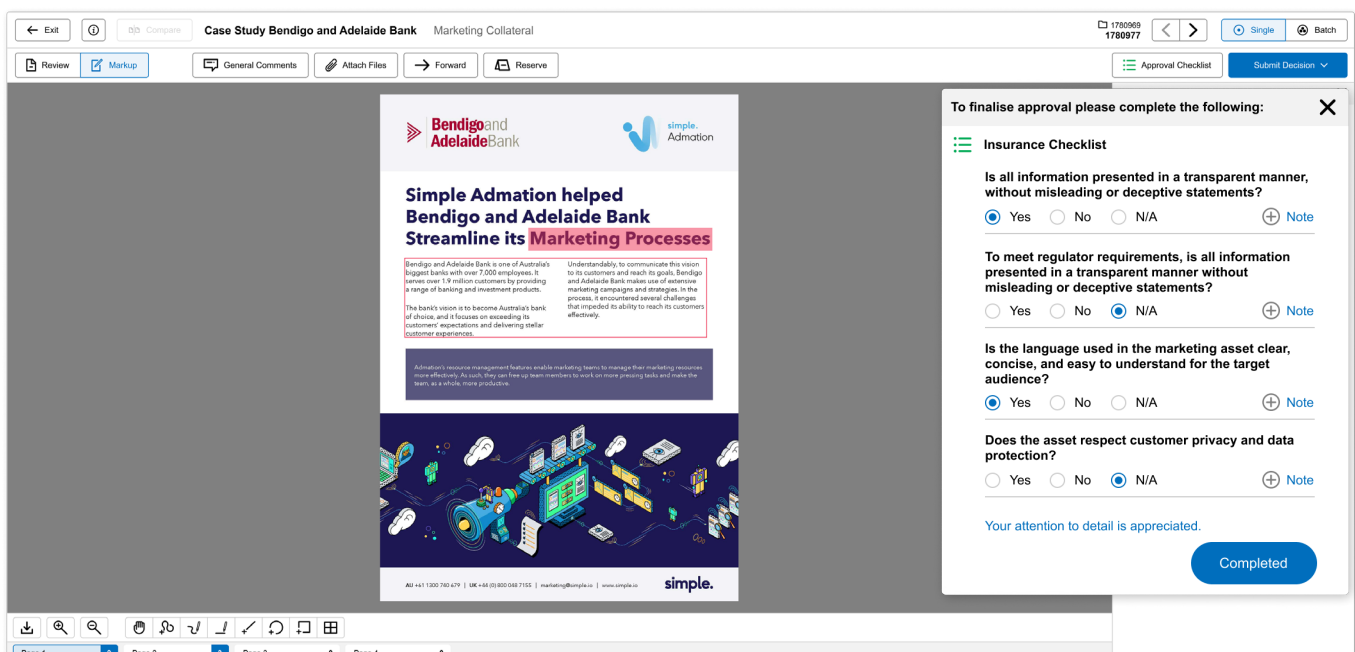
Online Markup (Print / Video / Web)

Full suite of markup tools to brief changes across all mediums. Provides clarity with less lost in translation.



Approval Reviewer Checklists

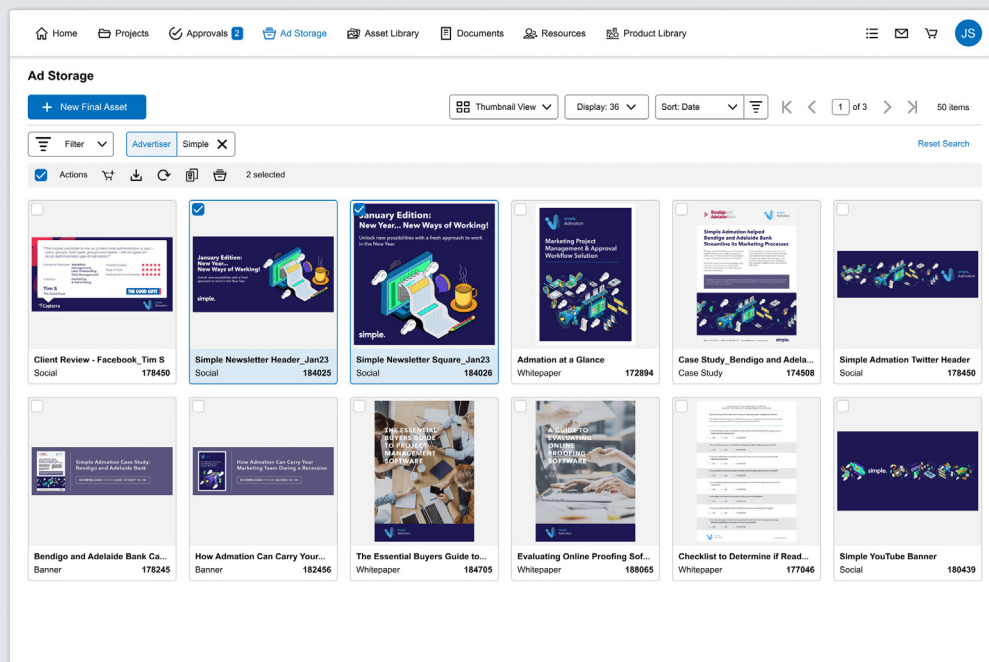
Whilst reviewing an approval ensure that reviewers consider mandatories to improve marketing compliance.



Admation Highlights

Ad Storage

All approved Marketing Assets stored for up to 7 years to meet regulator requirements.



Approval Audit Trail

Designed for regulated industries. Stakeholder approval across multiple versions and assets stored in one place. Responding to investigations is easier and regulators are more forgiving when systems and process are in place.

