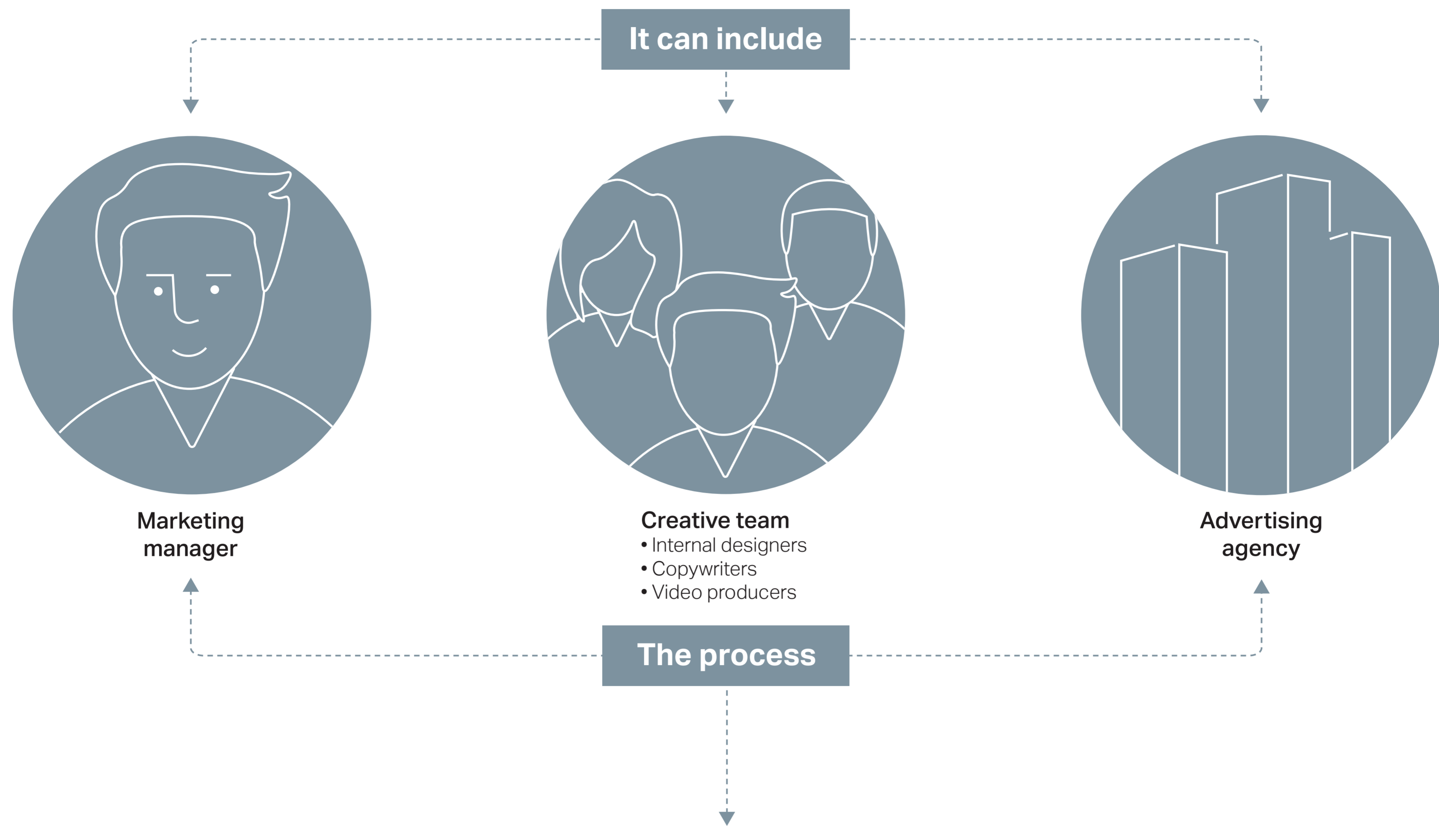


From concept to completion

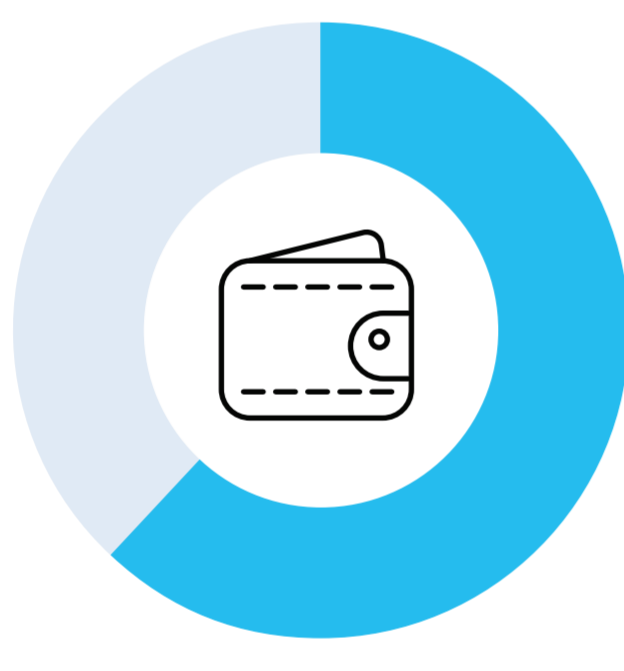
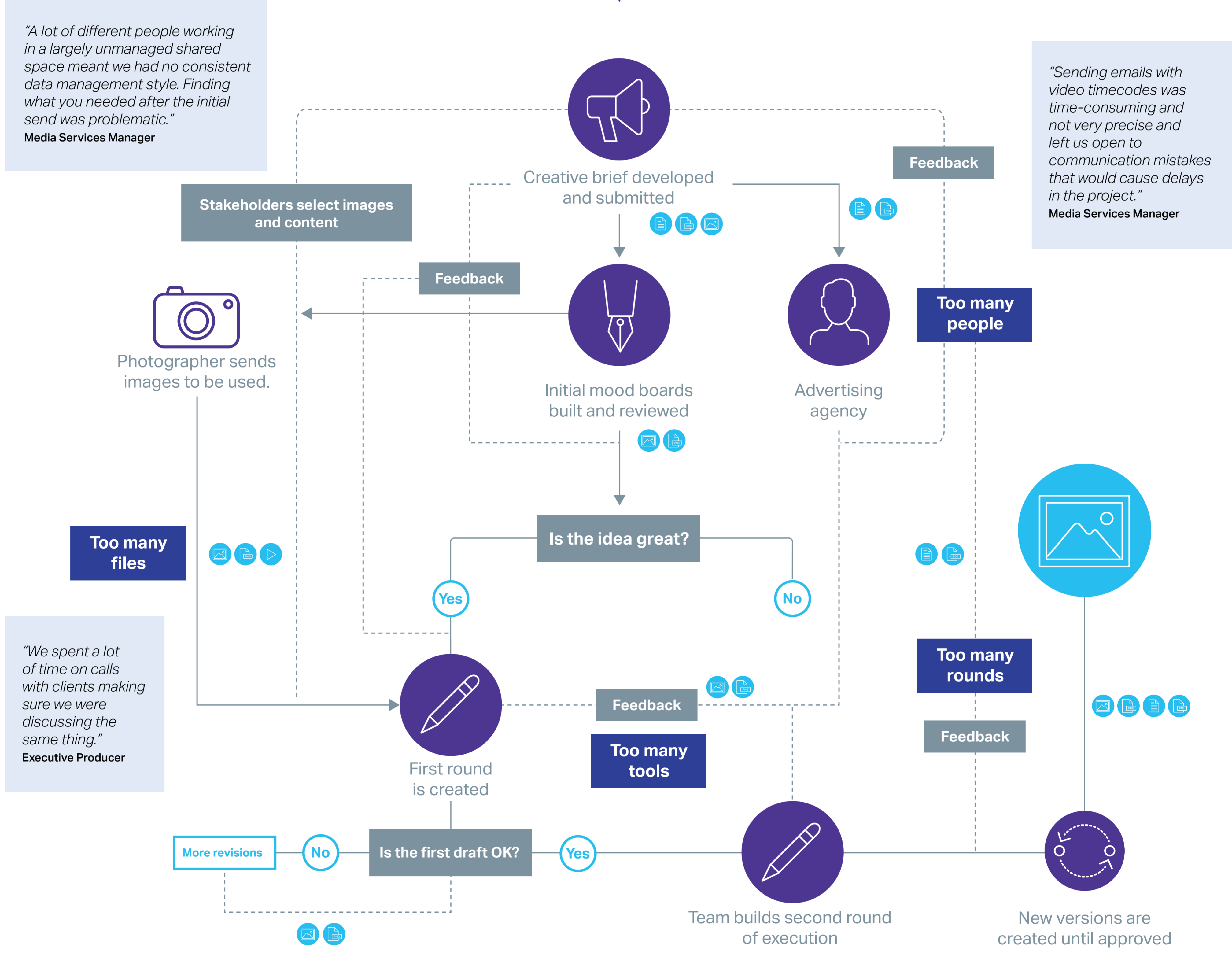


The process of creating a marketing campaign is **very complex**

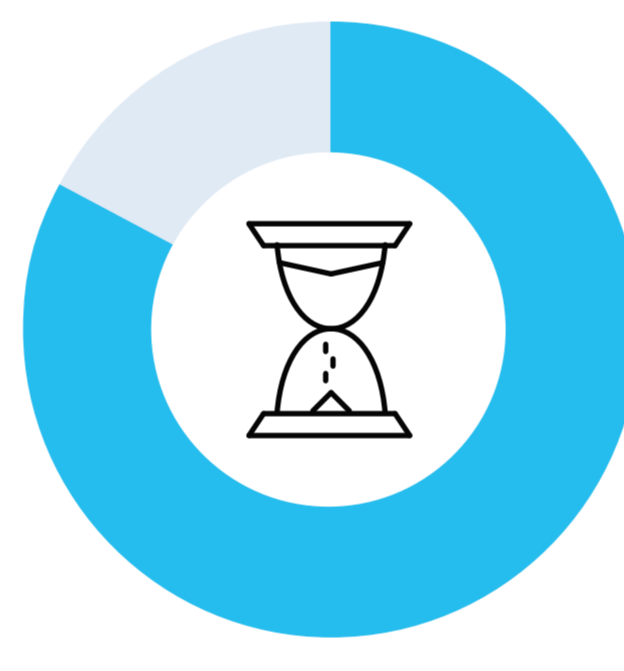


Creative is complicated

The process is non-linear and very involved



62% of creatives believe money is wasted due to additional time and resources spent addressing miscommunication



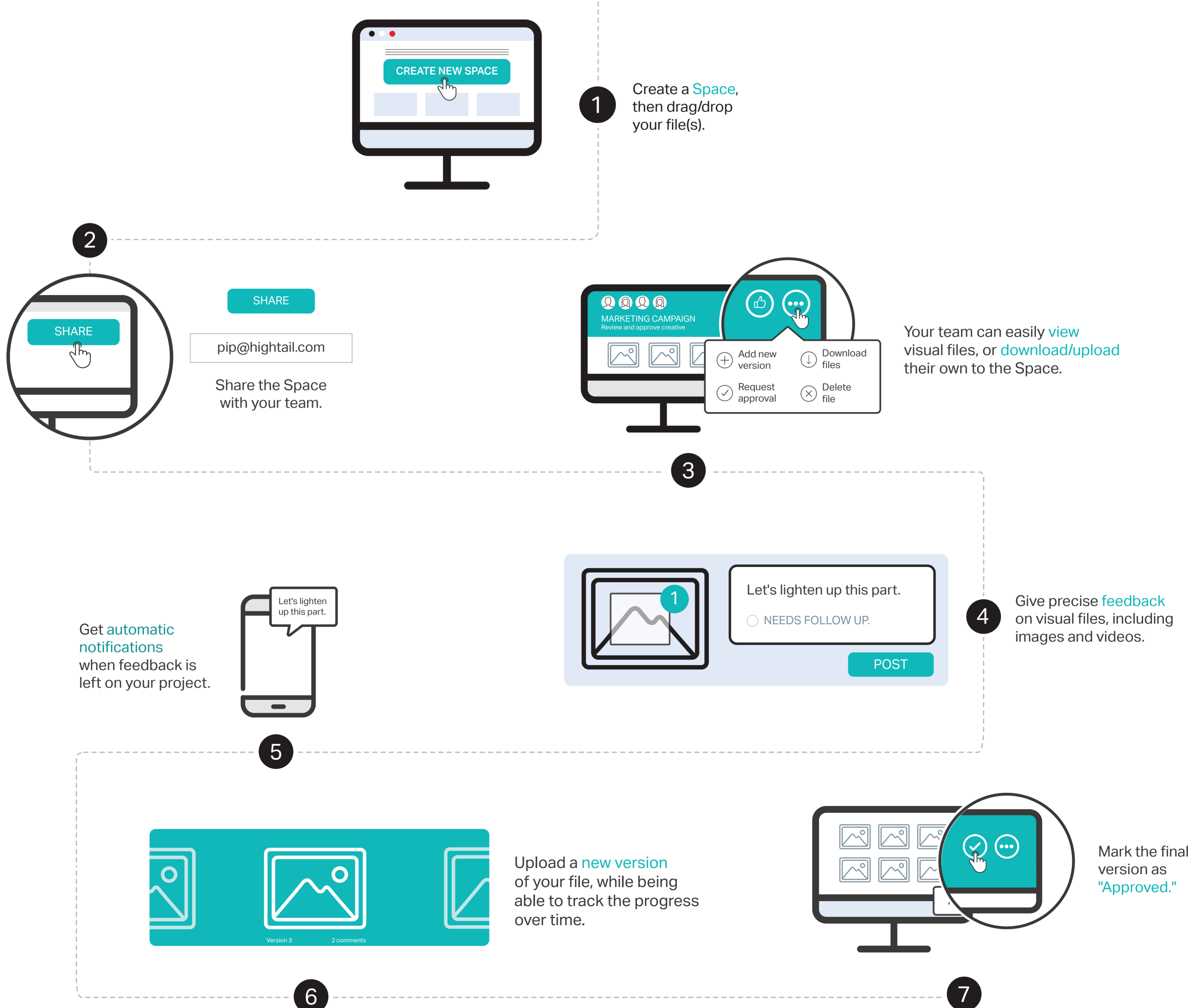
83% of creatives said the review and feedback process takes longer than expected



65% of creatives said that improving the creative review and approval process will allow them to create more high-quality projects

Solving creative collaboration

OpenText™ Hightail™ provides a simple way to share files, collect feedback and manage approvals on your creative project. This is how it works:



The best marketing and creative teams use Hightail to **create better.**