

# Reviews Report

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The review and approval stage is often the biggest bottleneck in a creative project. With the **Reviews Report** in inMotion ignite, you can get detailed information about your reviews, allowing you to streamline your review and approval process by identifying the source of delays or bottlenecks. The report also provides data to confirm your team is meeting SLAs and has the necessary audit trail of approvals, answering the eternal question: *Who submitted which approval and when did they submit it?*

PROOF NAME	PROOF STATUS	REVIEWER NAME	PROOF VERSION	REVIEWER APPROVAL STATUS	# OF REVIEWER COMMENTS	DEPARTMENT	OVERALL VERSION STATUS	REVIEWER TYPE
Create and Finalize Ad	Completed	Paul Moran	1	Change And Resubmit	2	Creative	Expired	All Essential
Create and Finalize Ad	Completed	Christy Drucker	1		0	Creative	Expired	All Essential
Create and Finalize Ad for Fall Scents	Returned	Christy Drucker	1	Change And Resubmit	2	Creative	Change And Resubmit	All Essential
Create and Finalize Ad for Fall Scents	Returned	Paul Moran	1	Change And Resubmit	1	Creative	Change And Resubmit	All Essential
Create and Finalize Ad for Fall Scents	Completed	Paul Moran	2		0	Creative	Canceled	All Essential
Create and Finalize Ad for Fall Scents	Completed	Christy Drucker	2	Approved As Is	0	Creative	Canceled	All Essential
Finalize Video	Completed	Megan Diaz	1		0	Creative	Canceled	All Essential
Finalize Video	Completed	Grace Deng	1		0	Creative	Canceled	All Essential
Finalize Video	Completed	Paul Moran	1		0	Creative	Canceled	All Essential
Write Copy	Returned	Christy Drucker	1		0	Creative	Expired	All Essential

## Available Columns & Filters

	Available Columns	Available Filters
Proof Name	✓ (Selected By Default)	✓
Proof Subject	✓ (Selected By Default)	✓
Proof Version	✓ (Selected By Default)	✓
Reviewer Approval Status	✓ (Selected By Default)	✓
Reviewer Name	✓ (Selected By Default)	✓
# of Reviewer Comments	✓	
Archived Status	✓	✓
Overall Version Status	✓	✓

Project Name	Available Columns	Available Filters
Project Status	✓	✓
Project Custom Fields	✓	✓
Proof Completed Date	✓	
Proof Due Date	✓	
Proof Start Date	✓	
Proof Status	✓	✓
Reviewer Duration*	✓	✓
Reviewer Invited Date	✓	✓
Reviewer Opened Date	✓	✓
Reviewer Submitted Date	✓	✓
Reviewer Type	✓	✓
Review Deadline	✓	✓
Route Tier #	✓	
Total # of Assets	✓	
Total # of Pages	✓	
Version Sent Date	✓	✓

*\*The Review Duration column only reflects the duration of reviews created on or after March 1, 2020.*

## Duration Definitions



Duration Metrics are calculated every day at 6am and 6pm EDT

**Reviewer Duration:** The total amount of time starting when a review is sent to the reviewer and ending when the reviewer submits their approval status. Any proofs currently in review are not included until they return. This is most helpful for closed projects/ work. The Reviewer Duration value is calculated in seconds. To calculate the number of hours, divide your value by 3,600. To calculate the number of days, divide your value by 86,400.