CASE STUDY
NEXUS
BRANDS GROUP

Sector: Corporate

**CREATIVE MANAGER
NEXUS BRANDS GROUP**

CLAIRE DE LEON
CREATIVE MANAGER

We interviewed Claire after 6 months of using PageProof.

"Tell us about what your company does and its strengths – what makes your company unique?"

"We are a global, multi brand, multichannel platform company that serves professionals and enthusiasts, communities and industries. Our headquarters are based in California but we serve brands throughout the United States and the UK. Currently we have a little over 15 brands now. So, as you can imagine, having these multiple brands adds a huge complexity to any project flow."

NICHE MARKET

Unique focus on serving the tattoo, pet, and beauty professionals and its customers.

COMPANY NUMBERS

15+

Over 15 brands served by Nexus Brands Group.

"What life was like for your team before PageProof?"

"What Nexus didn't have at the time I started was an efficient proofing process. What they did because they were a smaller team, was approve via emails or comments in monday.com. I needed to find a way to manage all those multiple stakeholders, and all the assets we create. And we literally do everything from emails, web banners, catalogues, videos, and also a handful of PDFs and images."

RED FLAG

I heard they were doing printed proofs, marking it up and sending it back. I was blown away. This is such a red flag for me.

"Tell us about how you found the move to PageProof and what difference PageProof makes in your process?"

"When I researched about PageProof, as cheesy as it sounds, it really was love at first sight. PageProof helped me in all the aspects of marketing compliance because it literally was so easy to use.
Our review approval process, and the robust workflows really mean that I get the approvals at the right time. Ideally, we aim for no mistakes, so I love the smart compare feature for version checking to make sure all the changes have been made."

MOBILE REVIEWERS

I have approvers who are always on their phones, not necessarily on desktop, so it's easy for them to mark up proofs on their mobile device.

100% CONTROL

"Get 100% control in PageProof. It helps determine **accountability** for each of the proofs and getting the sign off that I need along the way."

COMPANY NUMBERS

"How did your reviewers find the move to online proofing using the seamless integration with monday.com?"

"With both of them together, it's even easier to track the statuses of our proofs. I have it so when our projects are uploaded into PageProof, it will automatically update my Monday status column where it will say 'pending approval'. Then once a new proof has been updated or changed, it will automatically change my Monday statuses."

CONNECTIVITY

Using PageProof and the monday.com integration sped up our workflow almost 40%. It's even easier to track the statuses of proofs.

CLAIRE'S TIPS

- With the Adobe add-on you can see inside Illustrator, InDesign, and Photoshop etc. what the changes are, make the changes, check them off, and then upload it back into PageProof. All from inside the Adobe apps!

- I love the smart compare feature for version checking, to make sure all the changes have been made, and nothing was moved or edited that shouldn't have.

"What's next on the horizon for your team?
Any new initiatives that you'd like to share?"

LOOKING FORWARD

"We were working remotely then we changed to hybrid and now we were going back to normal. We needed an easy way to work effectively with all of our brands in all the different locations. PageProof and monday.com did that for us.

As we continue to grow, it's going to be more important to keep working efficiently and staying on brand, making sure we meet all our brands' needs and assets."

Our mission:
Serving professionals in
lifestyle-oriented niche markets.

CONTACT US

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PageProof is so simple and effective that 20 minutes is all you need to grasp the scope of its unique features and benefits.

GEMMA HURST
CEO & FOUNDER
PAGEPROOF

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