



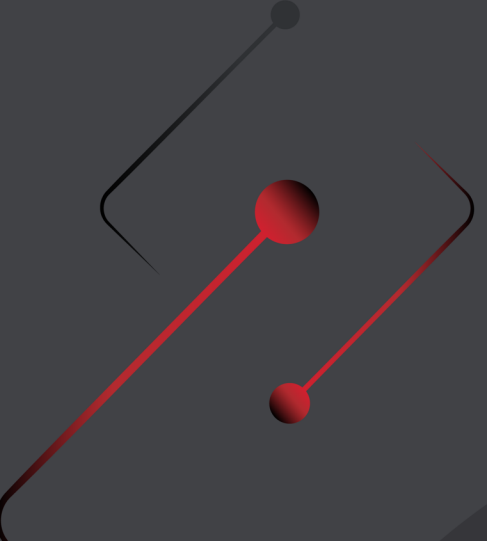
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ACCELERATE



 RED OAK PRESENTS

The background features several abstract geometric elements: a white circle in the top-left corner containing a red sphere and black lines; a large red circle in the top-right corner; a dark grey circle in the top-center; a large dark grey semi-circle at the bottom; and a red semi-circle at the bottom center. The main title is centered in white text.

Reporting in Red Oak

From Platform Insights to Real World Practice

ACCELERATE 2026

Tasha Momberger

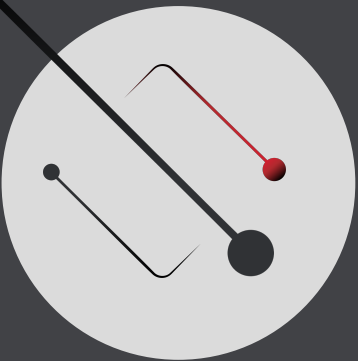
Senior VP of Client Experience,
Red Oak



Cristina Lipson

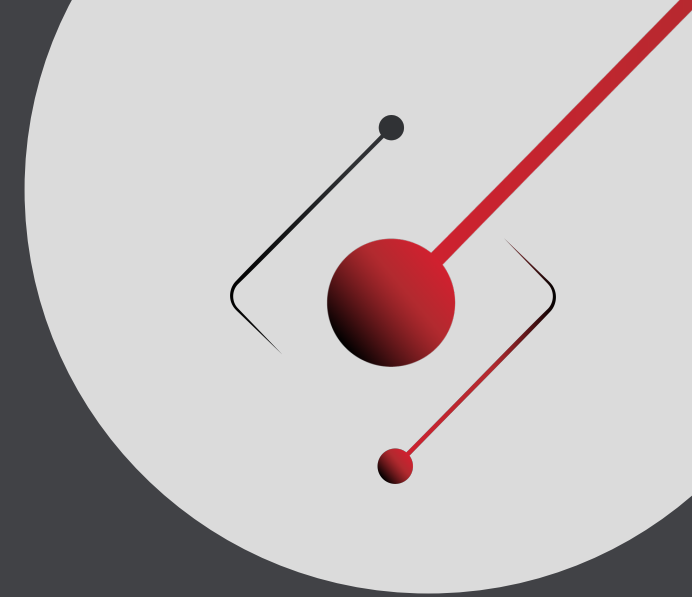
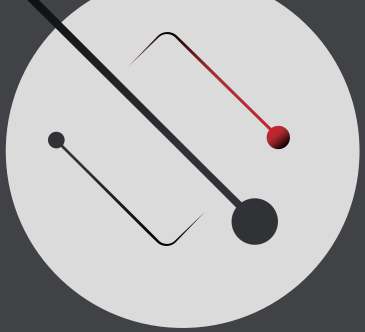
Senior Compliance Officer, **Edelman Financial Engines, LLC**





Agenda

- Reporting in Red Oak
 - What reporting means to different users
 - Reporting options in the platform
 - Tips
 - FAQs
- Client Spotlight: How Edelman Uses Reporting
- Q&A

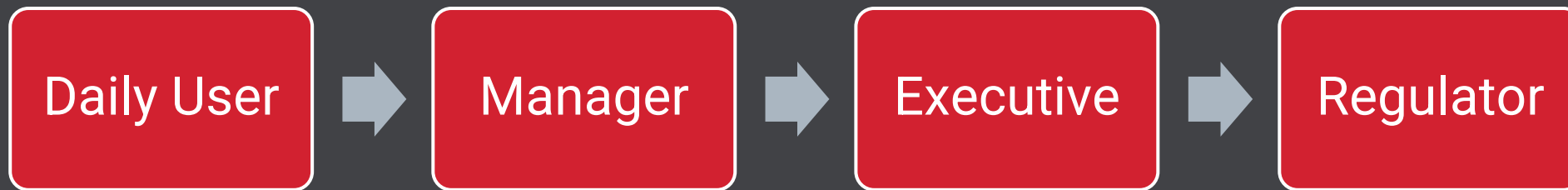


Reporting in Red Oak

Role Based Needs

Not All Reporting Is the Same

- Reporting is role-specific
- Not all users need the same level of detail
- Red Oak supports multiple reporting styles so everyone gets value



4 Common Reporting Needs

Daily / Operational

Reviewers & SMEs

- Workload Visibility
- What's assigned to me
- What's Overdue

Management

Supervisors & Team Leads

- Volume & aging
- SLA/cycle time
- Bottlenecks
- Resource allocation

Executive / Board

Senior Leadership

- Trend lines
- High-level summaries
- Clear visuals

Regulatory

Auditors & Regulators

- Audit-ready detail
- Clear trails of approvals & evidence

Reporting Options in Red Oak

Red Oak Reporting Options

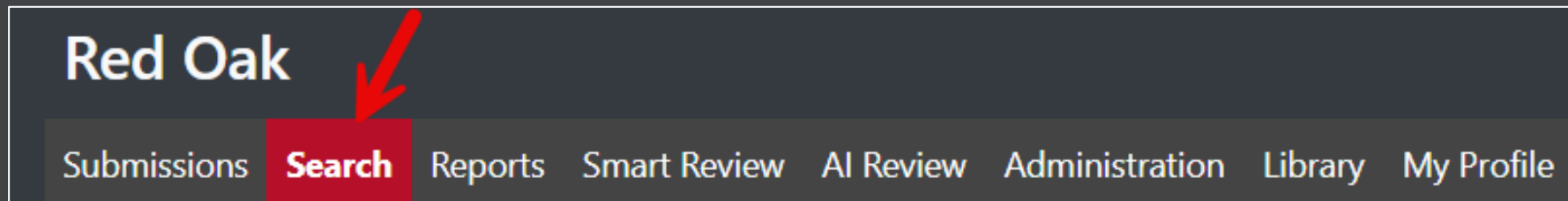
- Search Tab
- Submissions API
- Reports Tab
- Submission Package

Search

This is the go-to reporting method for most users.

The Search tab provides robust search capabilities, allowing users to pull data from:

- Red Oak's standard fields
- Client-created custom fields



Search Criteria

Submissions

Search

Saved Search: Choose... Managed Saved Search

NOTE: Search will return a maximum of 500 results in the browser. Spreadsheet exports will return a maximum of 9,999 rows. If your search matches 9,999 submissions prior to visibility filtering and your visibility profile limits your visibility to those 9,999 submissions, you will receive less than 9,999 submissions in your resulting export (but more matches may be available, so you should constrain your criteria accordingly).

Search Criteria Search Results (0) Search Create Submission Package Reset

Core Fields **Custom Fields**

Search Return Results As Spreadsheet

Submission ID(s):

Submission Name:

Only Unclaimed Submissions?

Only Active Submissions?

Creation Begin Date: Creation End Date:

Current Submission Statuses:

Passed Through Submission Statuses:

Submitter Group:

Submitter:

On Behalf Of:

Custom Fields Select Criteria

Audience (audience_MF)

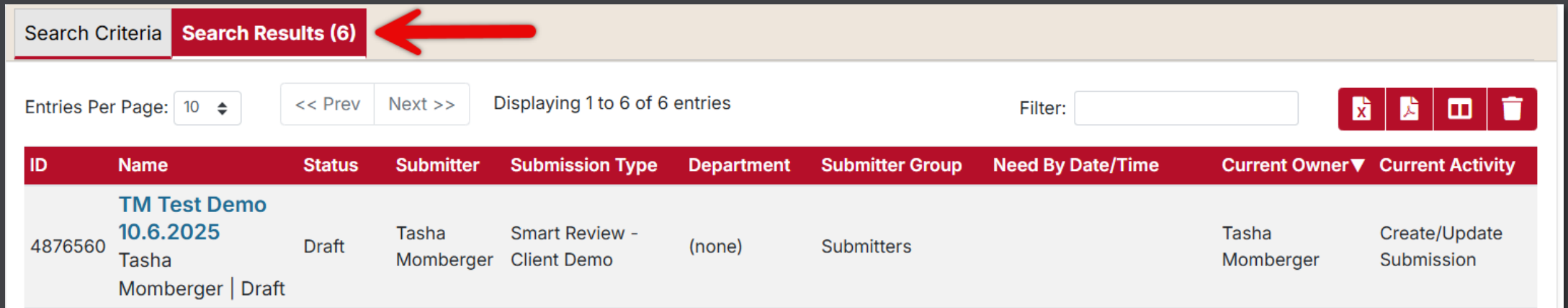
Is this a Rush? (rush)

Region of Distribution (region)

Search Results

1. In the Application

- Ideal for daily and operational reporting, especially for reviewers and SMEs, since results appear directly in the standard submission grid.
- When “Return Results as Spreadsheet” is toggled off, the system displays all applicable submissions right in the application for quick, in-workflow review.



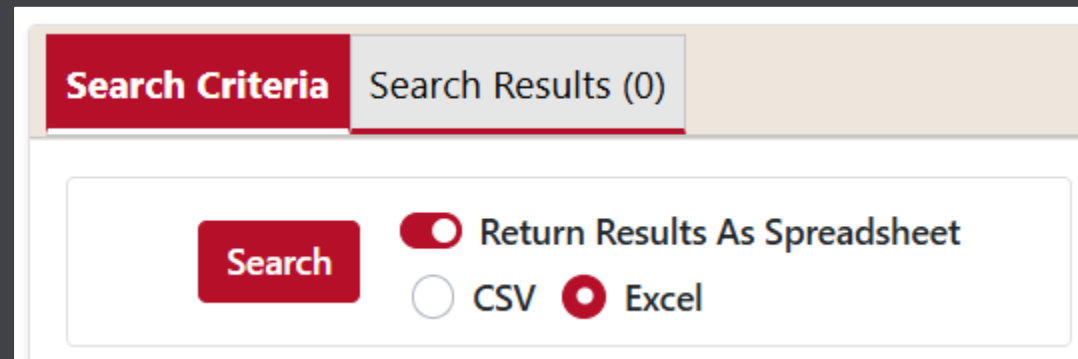
The screenshot shows a search results interface. At the top, there are two tabs: 'Search Criteria' and 'Search Results (6)'. A red arrow points to the 'Search Results (6)' tab. Below the tabs, there are navigation controls: 'Entries Per Page: 10', '<< Prev', 'Next >>', and 'Displaying 1 to 6 of 6 entries'. There is also a 'Filter:' input field and a set of icons for document, print, table, and delete. Below these controls is a table with the following columns: ID, Name, Status, Submitter, Submission Type, Department, Submitter Group, Need By Date/Time, Current Owner, and Current Activity. The table contains one row of data for a submission with ID 4876560.

ID	Name	Status	Submitter	Submission Type	Department	Submitter Group	Need By Date/Time	Current Owner	Current Activity
4876560	TM Test Demo 10.6.2025 Tasha Momberger Draft	Draft	Tasha Momberger	Smart Review - Client Demo	(none)	Submitters		Tasha Momberger	Create/Update Submission

Search Results

2. Excel Spreadsheet

- Best for reporting that requires calculations, pivot tables, or any deeper analyzing of the data.
- Ideal for reports that will be shared or distributed across teams.
- When “Return Results as Spreadsheet” is toggled on, Red Oak returns all applicable submissions in an Excel file, ready for further analysis.



Submission API

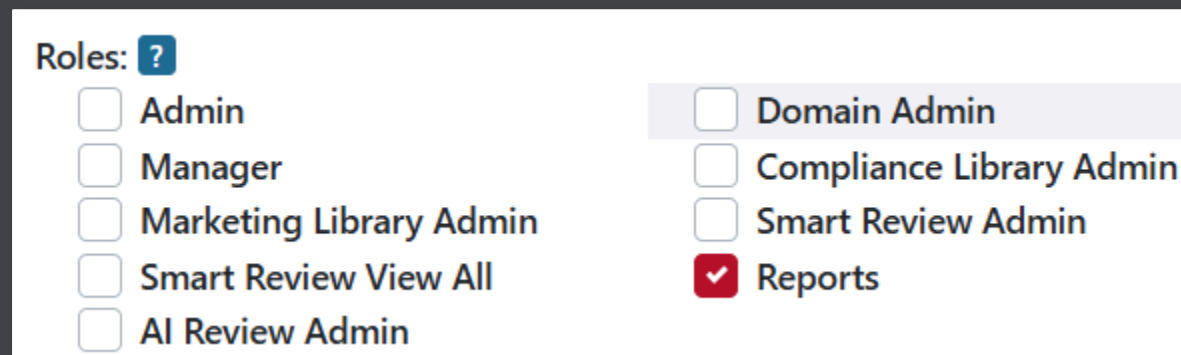
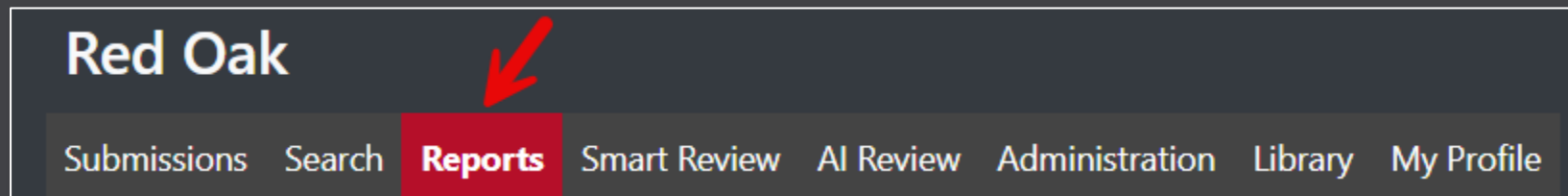
Taking Reporting to the Next Level

- Submission API add-on provides direct access to detailed submission data.
- Data can be pushed into a warehouse (e.g., Snowflake) and connected to tools like:
 - Power BI
 - Tableau
- Best option for advanced reporting, including:
 - Complex calculations
 - Turnaround-time metrics
 - Custom business logic

Reports Tab

Red Oak Provides Several Standard (Canned) Reports

- Accessible from the Reports tab for any user with the Reports role enabled.
- Particularly helpful for supervisors and team leads who need quick access to consistent, prebuilt reporting.



Submission Package

Ideal for responding to audits and regulatory document requests.

- Created from the Search and includes:
 - Latest revision of each matching document
 - A manifest (CSV)
 - Bundled into a ZIP file for download
- Notes:
 - Only Material for Review and FINRA letters are included
 - Visibility Profiles affect which documents appear
 - Large packages may need to be split by date

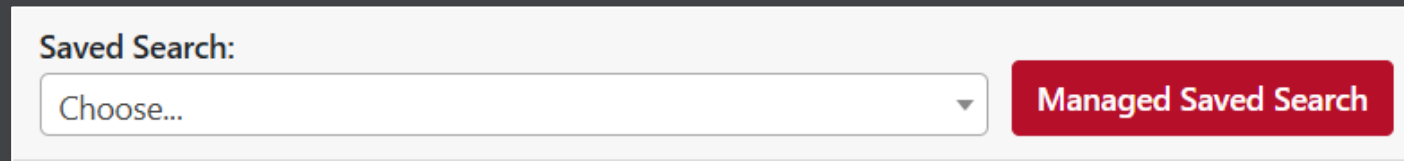
Tips



Reporting Tips

Saved Searches = Big Time Saver

- Perfect for recurring searches.
- Here's how:
 - Enter your search criteria
 - Click on Managed Saved Search
 - Share With Group (optional)
 - Give your search a name in the New Search Name field
- To access your search, just use the dropdown under Saved Search



The image shows a user interface element for saved searches. It consists of a white rectangular box. On the left side of the box, the text "Saved Search:" is displayed. Below this text is a dropdown menu with the text "Choose..." and a small downward-pointing arrow on the right side. To the right of the dropdown menu is a red rectangular button with the white text "Managed Saved Search".

- Note: Saved search can be used regardless of whether you are exporting to a spreadsheet or returning the results in the application.

Reporting Tips

Leverage Pivot Tables

Pivot tables turn raw data into insights—fast.

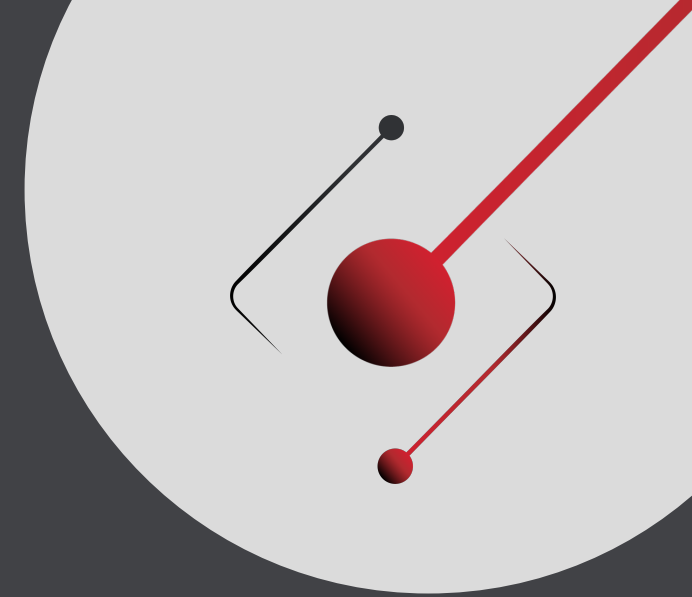
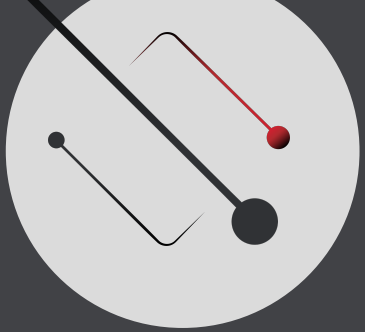
- Quickly summarize large datasets without changing the underlying data
- Slice and filter results by reviewer, status, category, or timeframe
- Compare trends over time and spot outliers at a glance
- Create multiple views from the same dataset for different audiences
- Refresh once, reuse often as data updates

FAQs



Reporting FAQs

- Why aren't there more canned reports?
 - Client workflows vary widely, so universal canned reports don't meet everyone's needs.
- Can Red Oak build a custom report?
 - Red Oak doesn't create custom reports, but the team can guide you to the best reporting approach.



Client Spotlight

How Edelman Uses Reporting

ACCELERATE 2026



From Review Queue to Leadership View: Your Path to Automated Reporting

Presented by Cristina Lipson, IACCP® CAMS®

Agenda

- EFE Automation Journey
- Report Suite Overview
- Process Flow for Reporting Automation

What Sparked EFE's Reporting Automation Initiative

Key Drivers

- **Regulatory, corporate and operational changes** increased leadership demand for clearer workflow data—especially around expedited review requests.
- Persistent **perception that Compliance slowed Marketing's time-to-market** prompted a need to validate root causes and propose solutions.
- **Manual reporting** processes were **inefficient** and pulled reviewers away from BAU, creating a need for automated, scalable reporting tools.
- The AdReview team needed **better visibility** into our true volume and workload to support resource requests and highlight team contributions.

Identify the Automated Reports You Need

Regulatory, Corporate and Operational Changes



- ✓ Advertisement Classification
- ✓ Closed & Open Submissions
- ✓ AdMaster Expedited Requests
- ✓ Submission Types Breakdown
- ✓ Attestation Submission Types Breakdown

Visibility



- ✓ Files vs. Submissions
- ✓ Type of Piece by Reviewer
- ✓ Submission by Ticket Size
- ✓ Submission Size by Reviewer

Compliance Perception



- ✓ 1st Response In Business Days
- ✓ Submitter Final Approval Requested Date vs Actual Final Approval Date
- ✓ Submission Approved After the Approval Needed by Date
- ✓ Requested Reviewer vs No Reviewer Requested

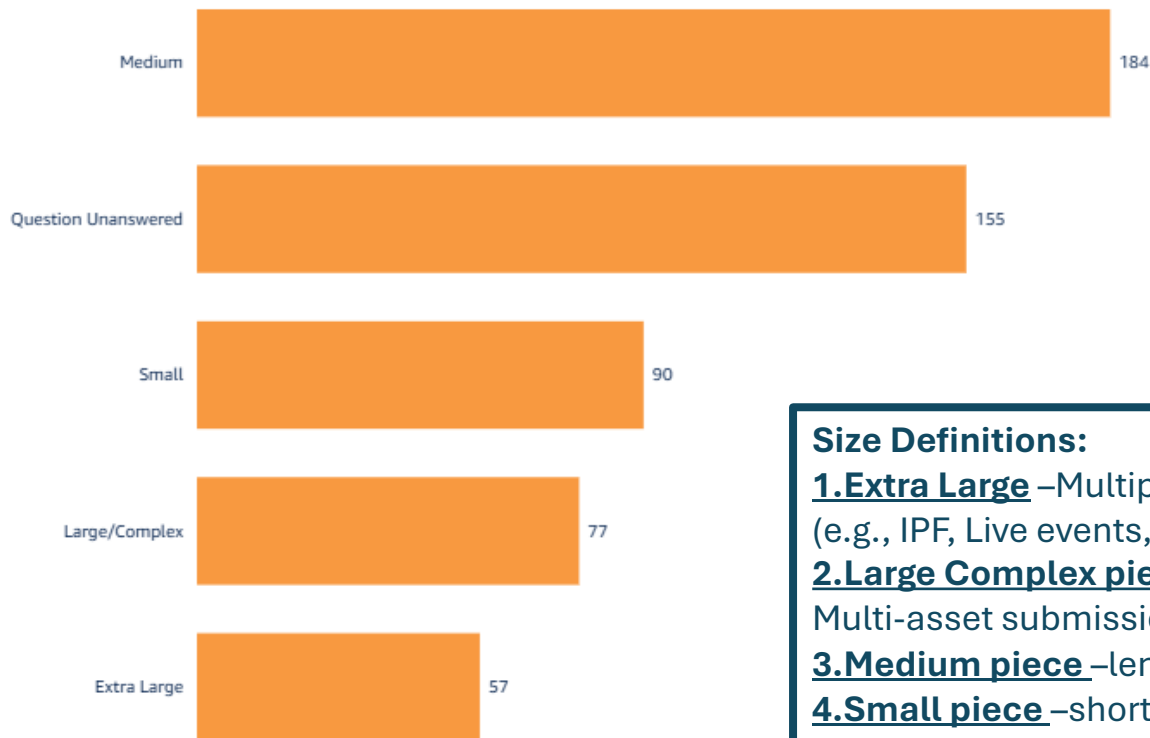
Automated Reports - Volume & Size



941 Files Submitted across 563 AdMaster Submissions

Submissions by Ticket Size

This report reflects the number of tickets in each size category, categorized by a Compliance or Legal reviewer.



Submission Size by Reviewer

This report reflects a breakdown of each reviewer and the total number of tickets they reviewed in the size category indicated.

Rows	Small	Medium	Large/Complex	Extra Large
<i>null</i>	1			
Betty Rubble	21	24	5	22
Mickey Holler	1			
Bugs Bunny	8	24	15	7
Scrooge McDuck	1	2		
Jay Gatsby	26	17	14	4
Arya Stark	23	76	27	20
Claire Fraser	4	3		
Enola Holmes	4			
Lily Evans	1	38	16	4

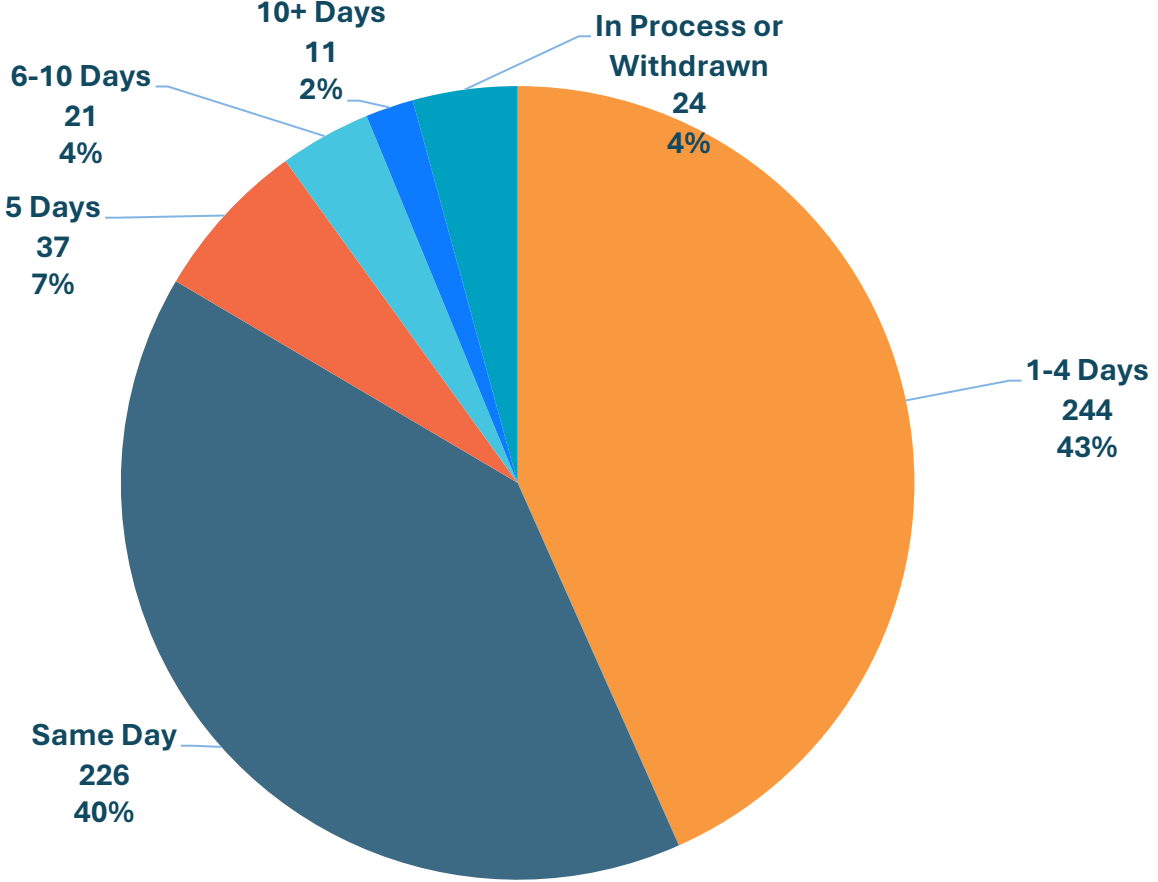
Size Definitions:

- 1. Extra Large** – Multiple pieces, Complex/sophisticated topics, and/or Extra Lengthy content (e.g., IPF, Live events, Webinars)
- 2. Large Complex piece** – Multiple pieces and/or Lengthy content (e.g., performance advertising, Multi-asset submission: Offers)
- 3. Medium piece** – lengthy copy and/or medium complexity (e.g., article copy)
- 4. Small piece** – short copy (e.g., social media)

Automated Reports - SLA Tracking

This report reflects the number of days between a submitter's initial submission and a reviewer's first touch. First touch is defined as a reviewer changing the status of the ticket from Pending Compliance to any other status. Our SLA of 5 business days is standard however; submitters may lower the priority of a project and request initial review outside of the standard 5 business day review time.

1st Response in Business Days



1-4 Days Same Day 5 Days 6-10 Days 10+ Days In Process or Withdrawn

Automated Reports - SLA Tracking



“Need By” Date Questions

The “Need by Date” question has been split into two separate questions outlined below.

1 Compliance or Legal Review needed by

- This is the date the submitter needs Compliance initial or revision review(s) for their copy.
- **Each time a submitter submits they will be prompted to adjust** this date, so it is always a date in the future. They will not be able to submit their ticket if this date is in the past.

2 Final Copy Approval needed by

- This is the date the submitter needs Compliance Approval of their final version.
- Submitters **may not need to adjust** this date each time they submit, but it should be a date in the future.
- Pieces should be in final form, or as close as possible, to obtain approval.



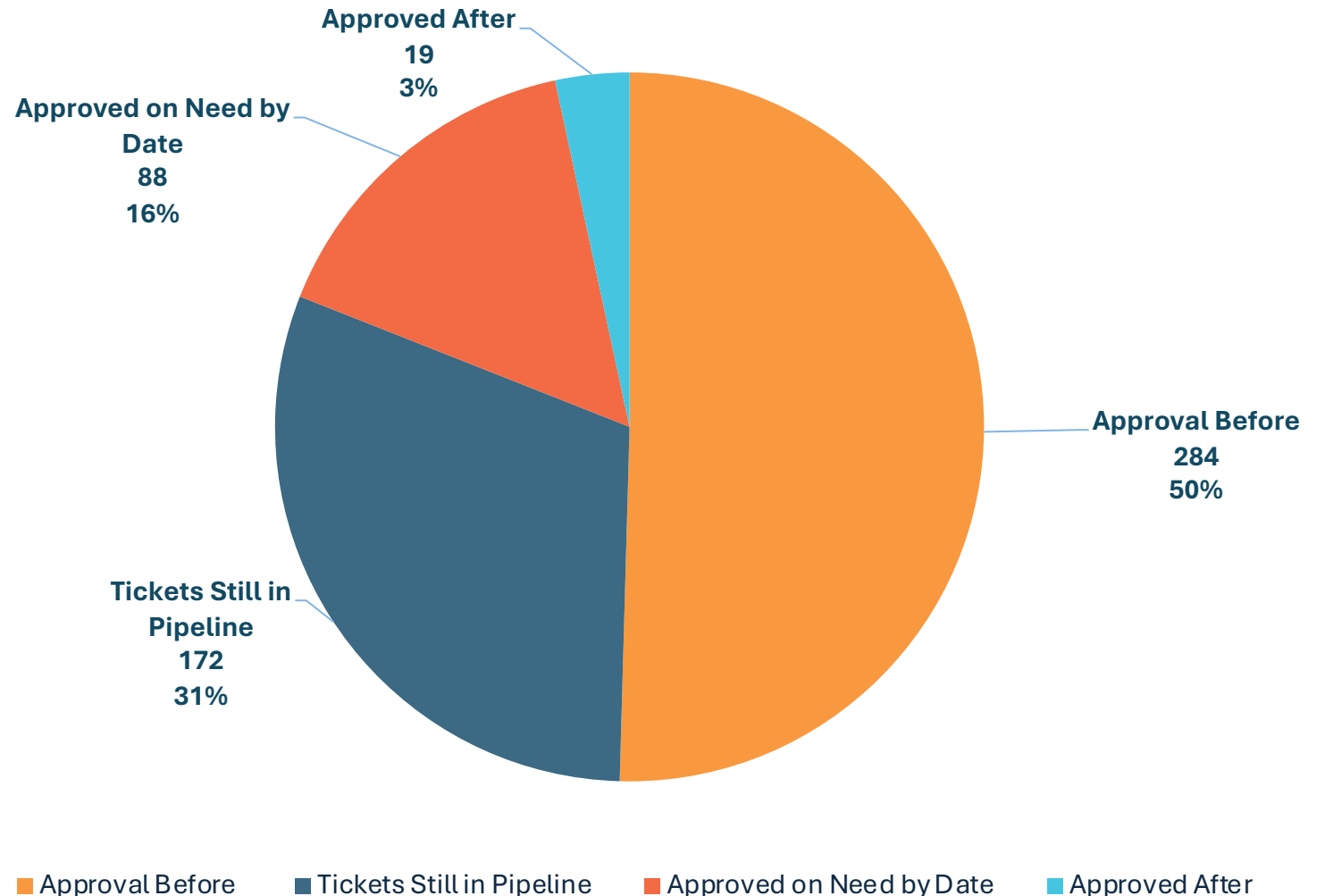
Best Practice(s) & Tips:

- 1) Submitter **project timelines should allow for 2-3 rounds of Compliance reviews** before obtaining Final Copy Approval. This is the average number of revisions for most pieces.
- 2) Generally, **Compliance should be the last stop** in the pipeline **before launch**. Submitters should seek to submit only pieces that have gone through all business/QA reviews so that changes are kept to a minimum.
- 3) The **Final Copy Approval date should be** the day of or the day **before the intended date of first use**, which is the launch/delivery date of your piece/project. This should be done to account for any last-minute copy changes or errors. This is especially true if commentary from planning teams or QA continues after initial Compliance review(s).
- 4) Copies in **final form** can be in several formats but generally must appear as the audience will see it. Reviewers may provide specific instruction on how a final copy should be submitted depending on the medium or type of piece to ensure proper firm records.
- 5) If some pieces will need approval earlier encourage submitters to separate collateral across multiple tickets to ensure all copy within each ticket can be approved at the same time. In other words, an approval is “all or nothing” for all collateral within the ticket.

Automated Reports - SLA Tracking

This report reflects how many tickets are still in the pipeline, and how many were Approved before, on or after the date the submitter requested final approval. Approved means a reviewer marked the ticket either: Approved or Approved – Final Copy Required. Excluded from the total count are attestations tickets, which do not ask for the final approval need by date.

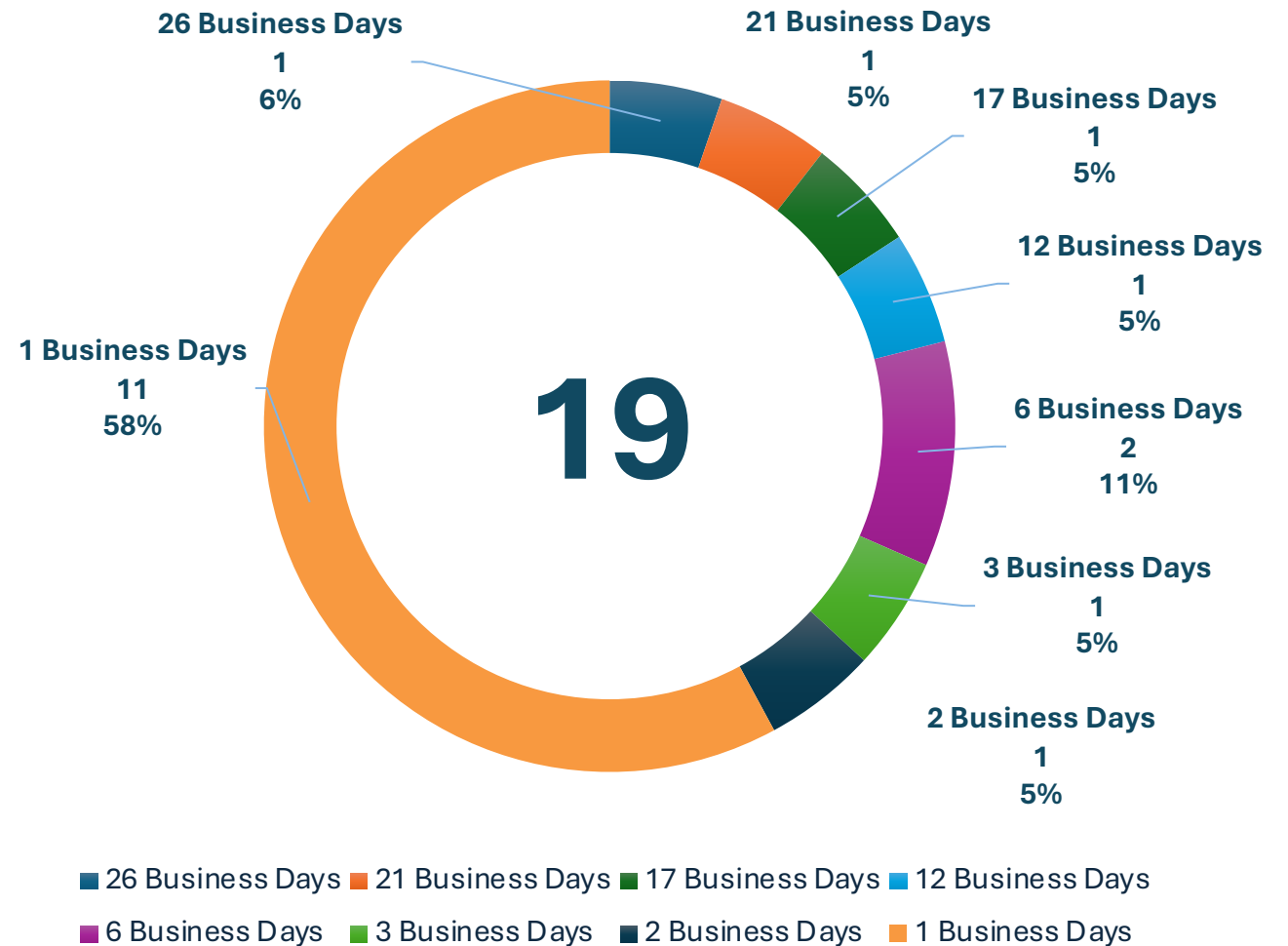
Final Approval Requested vs Actual Final Approval



Automated Reports - SLA Tracking

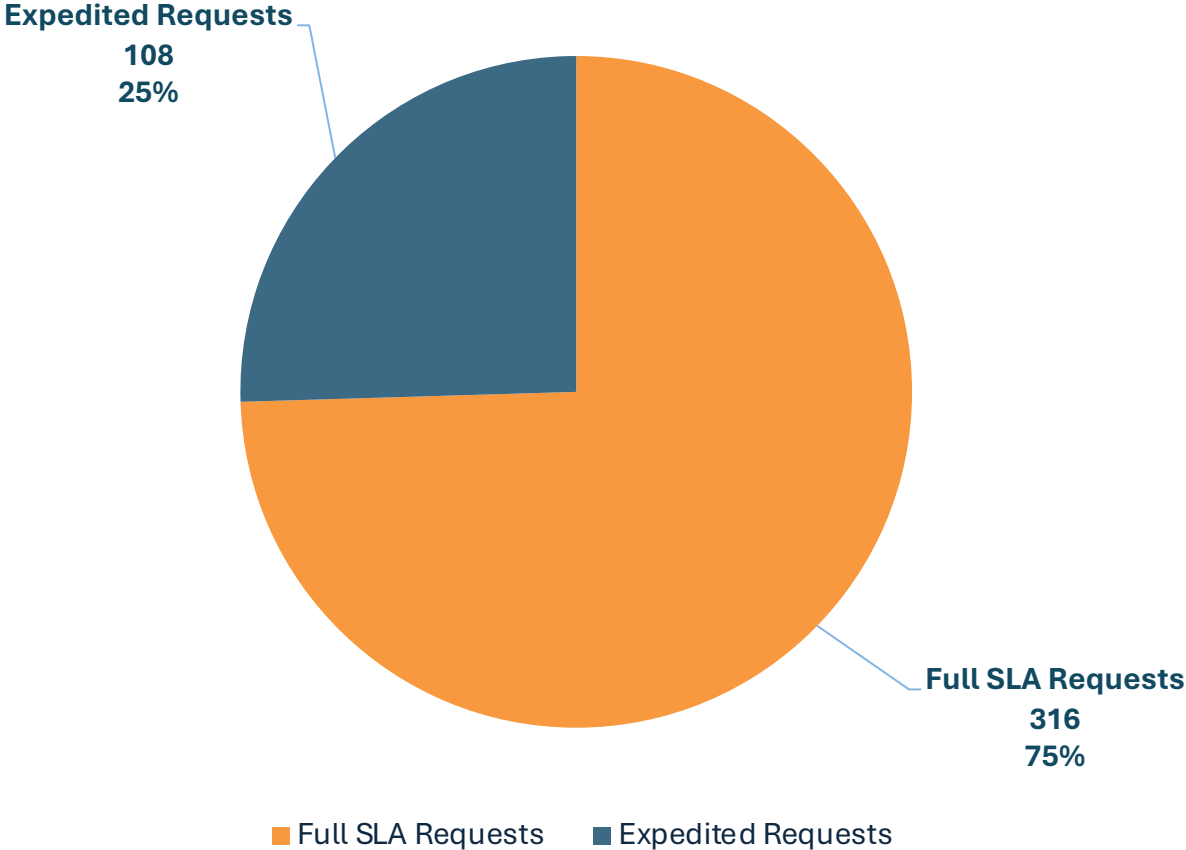
Submission Approved After the Approval Needed by Date

This report drills down into the number of tickets approved after the date the submitter asked for final approval.



Automated Reports - Expedited Request Tracking

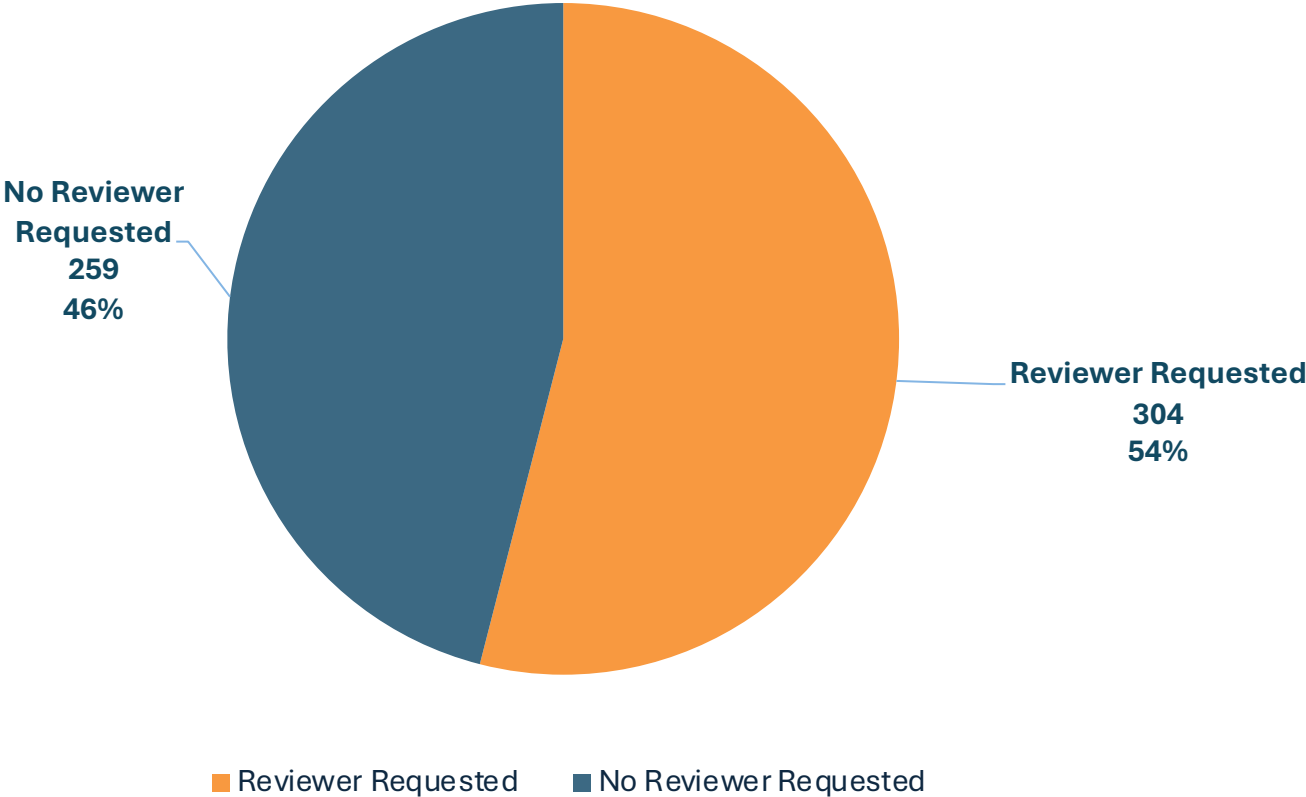
Expedited Requests



Friday & After 3 pm ET Submission Breakdown
89 submitted on a Friday.
41 submitted after the 3 pm cutoff on Friday.
239 came in after 3 pm regardless of business days submitted.

Automated Reports - Collaboration

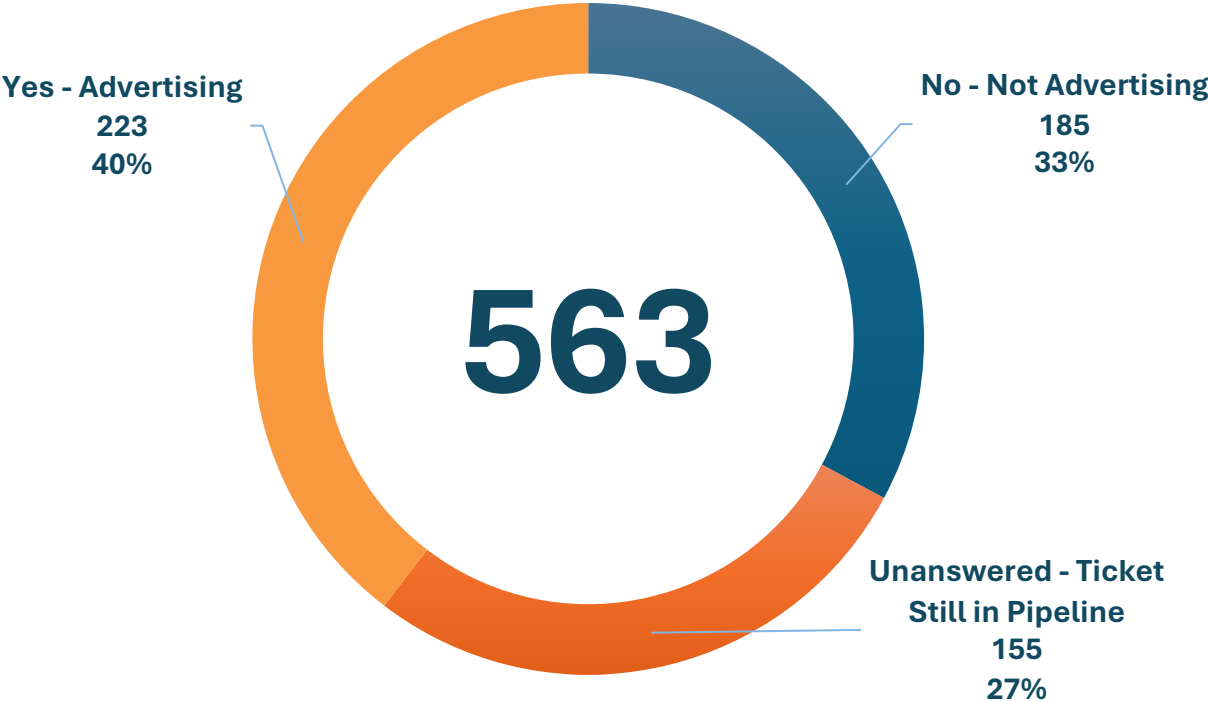
Reviewer Requested vs No Reviewer Requested



This report reflects the percentage of tickets where a submitter worked with a reviewer before submitting the ticket. Our hope is that our marketing partners will involve us early as they develop campaigns/materials so we can help set them up for success in getting pieces through the pipeline faster.

Automated Reports - Advertising Classification

Advertising Classification



■ No - Not Advertising ■ Unanswered - Ticket Still in Pipeline ■ Yes - Advertising

This report reflects the percentage of tickets where a submitter worked with a reviewer before submitting the ticket. Our hope is that our marketing partners will involve us early as they develop campaigns/materials so we can help set them up for success in getting pieces through the pipeline faster.

Additional Reports



Automated Reports - Volume & Type

Type of Piece by Reviewer

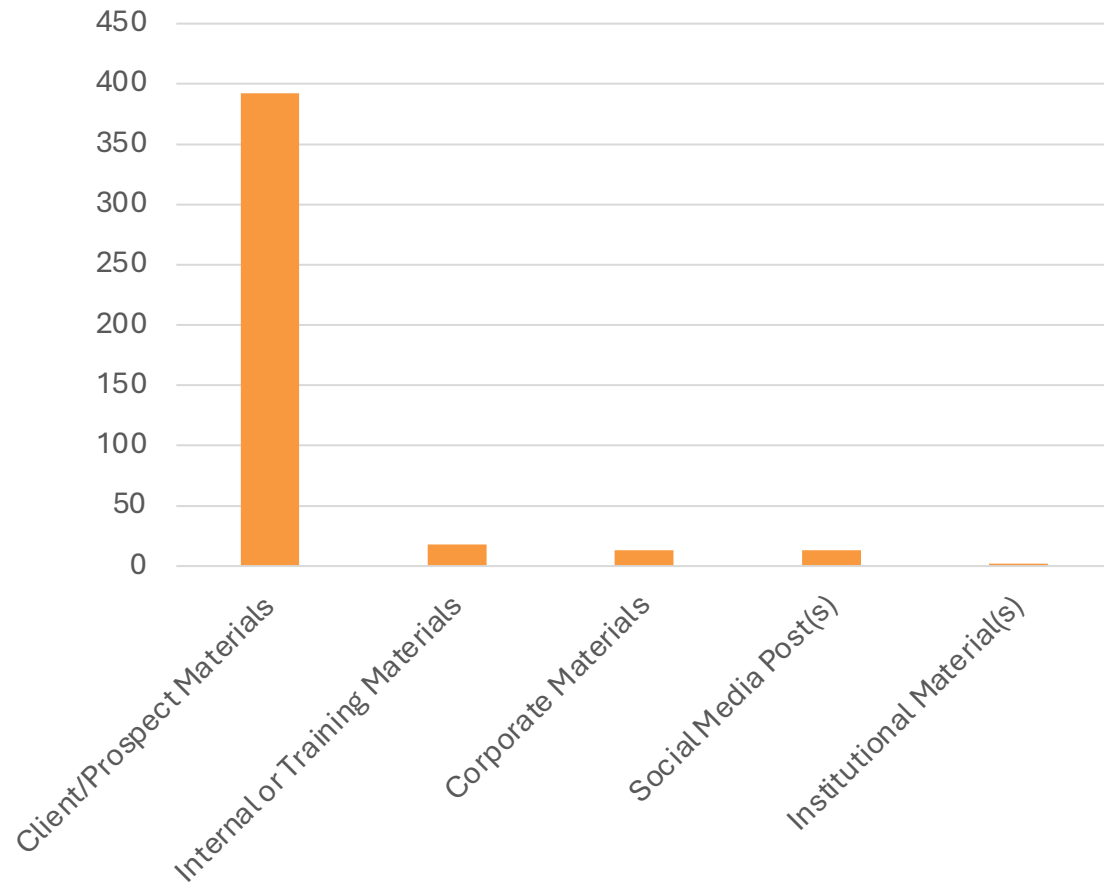
This table captures the total number of documents uploaded to the system. These include documents with multiple pieces/pages spread across all submissions for the period selected. It also reflects the various types of pieces/documents submitted to AdMaster and which reviewer reviewed it.

Submissions in the “null” category are tickets that are still in pipeline where no reviewer has acted on the ticket (either returning it to the reviewer or closing it out in any final/end status).

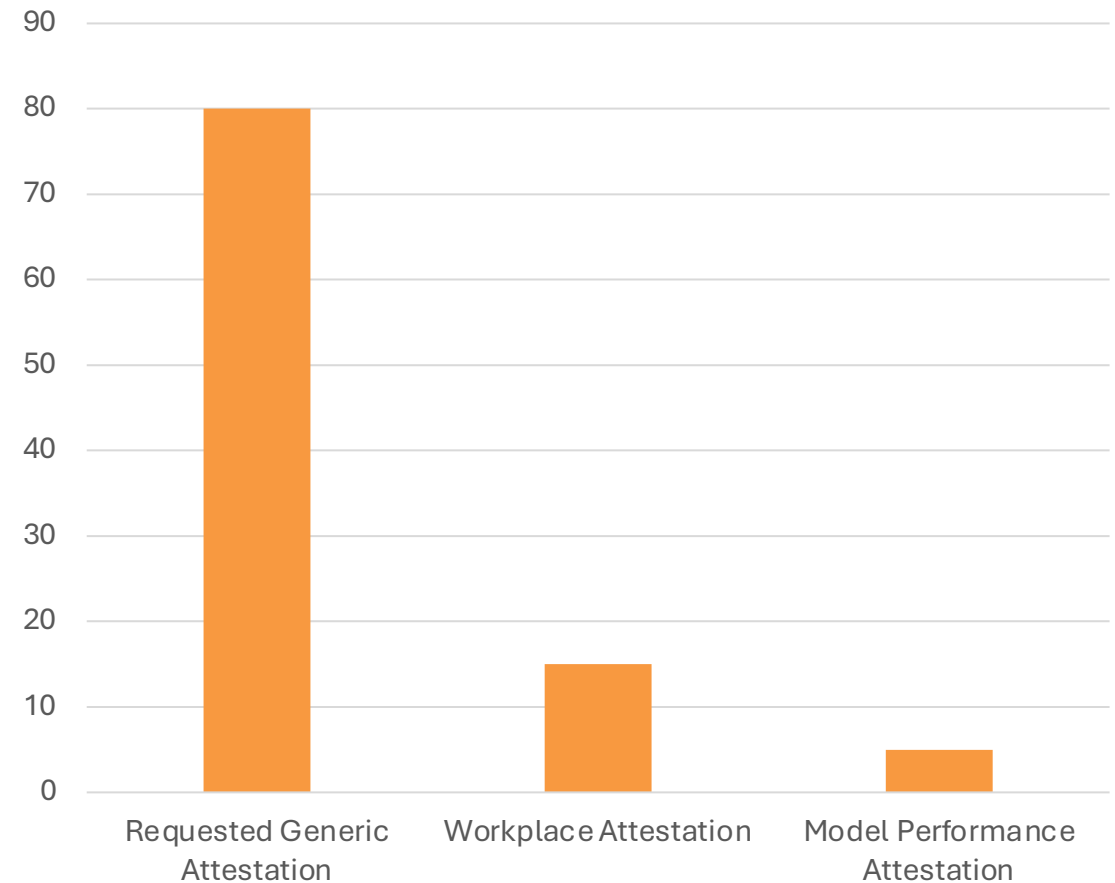
Rows	Betty Rubble	Mickey Holler	Bugs Bunny	Scrooge McDuck	Jay Gatsby	Arya Stark	Claire Fraser	Enola Holmes	Lily Evans	Null	TOTAL
Total	95	5	11	303	74	3	104	1	141	52	789
null										19	19
Article	1				1						2
Article/Blog/Newsletter	37			15	1		42		49	1	145
Audio/Video File					1						1
Brochure/Guide/Informational Booklet/White Paper	1			20	1		4				26
Client/Participant Proposal or Retirement Evaluation					1						1
Digital Display Ad	4			2	1		1		1		9
Email	19	3	1	94	5		31		28	11	192
Fact Sheet/Flyer/One Pager	4			15	5				7	2	33
Infographic							1				1
Instructional Reference Guide/Job Aid			2		7	1					10
Interactive Experience			1								1
Internal Memo/Communication					1			1		1	3
Landing/Web Page Content	9			19	1		16		22		67
Multiple Types of Pieces				1							1
Other	4		4	9	17		1		26	1	62
Phone Script(s)									1		1
PowerPoint Presentation	8	1	3	41	8	2	3		1	2	69
Press Release	1				1						2
Printed Piece				64	12		1		2	14	93
Social Post	5	1		2	5		3				16
Source Document					2				2	1	5
Supporting Transcript				2							2
Survey/Evaluation Form	1										1
Video File	1			19	4		1		2		27

Automated Reports - Submission Type Break Down

Full Review Submission Types Breakdown

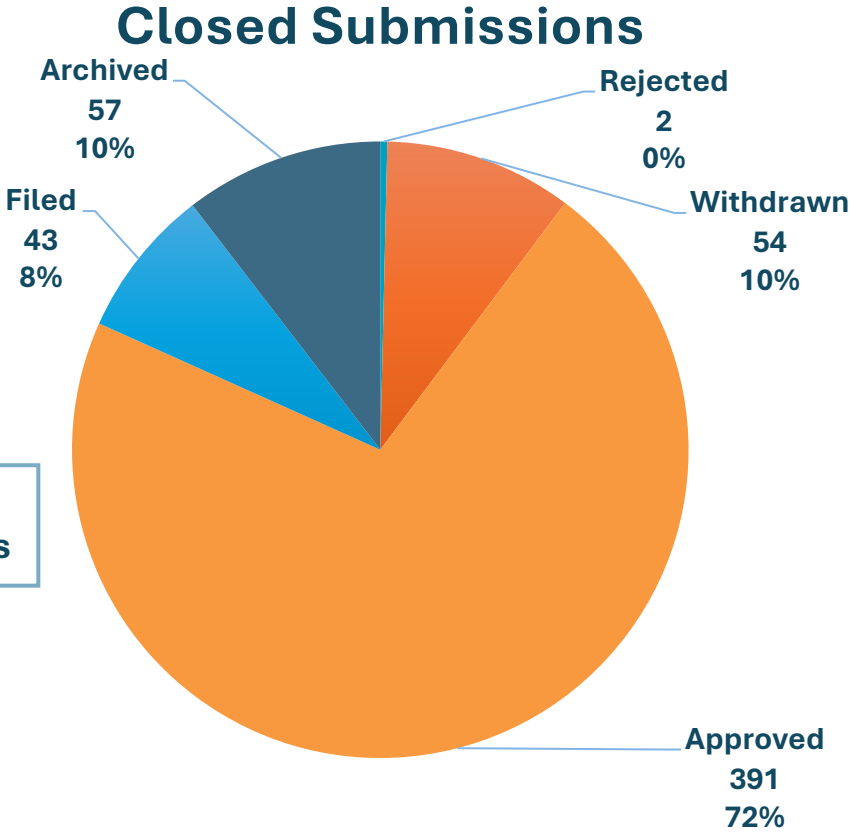


Attestations Submission Types Breakdown



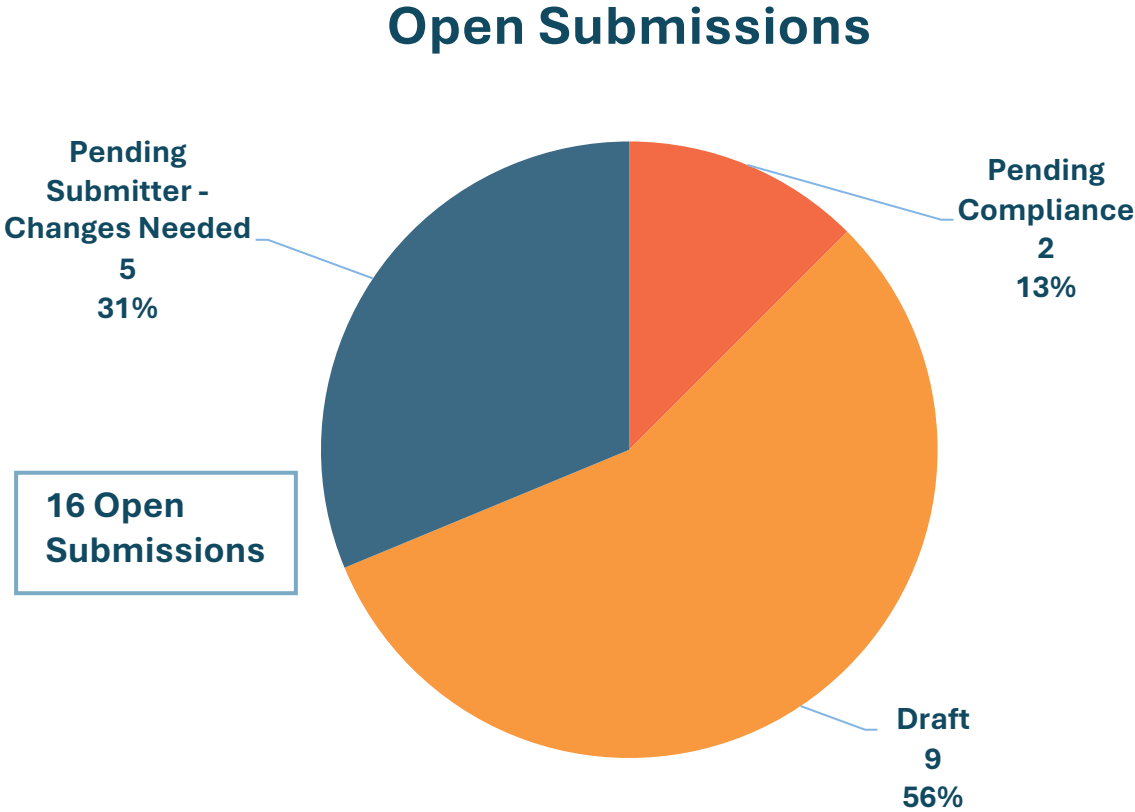
Automated Reports - Current Status

563 AdMaster Submissions



547 Closed Submissions

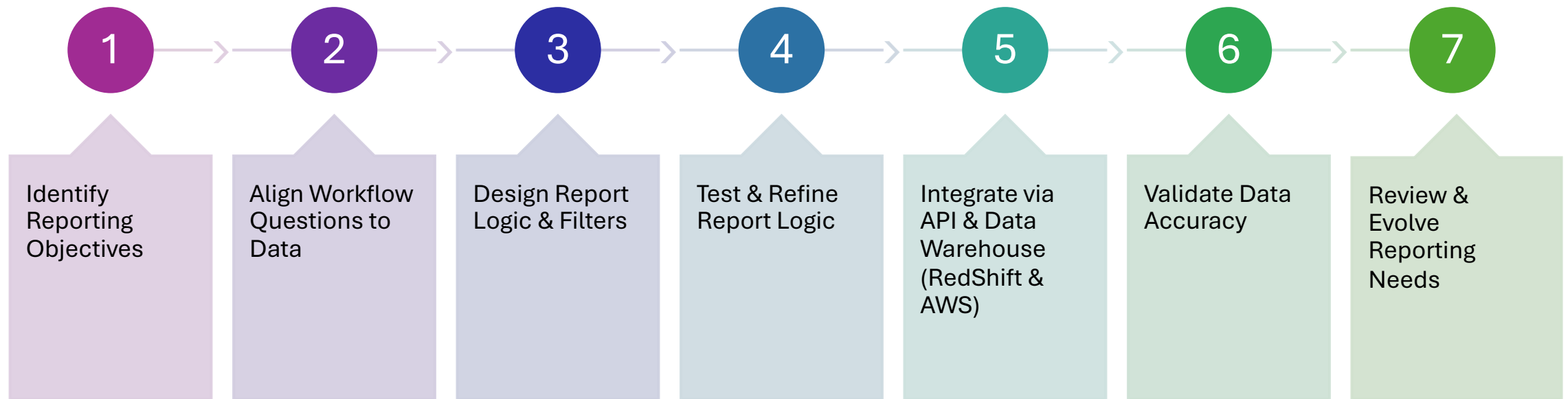
■ Rejected ■ Withdrawn ■ Approved ■ Filed ■ Archived



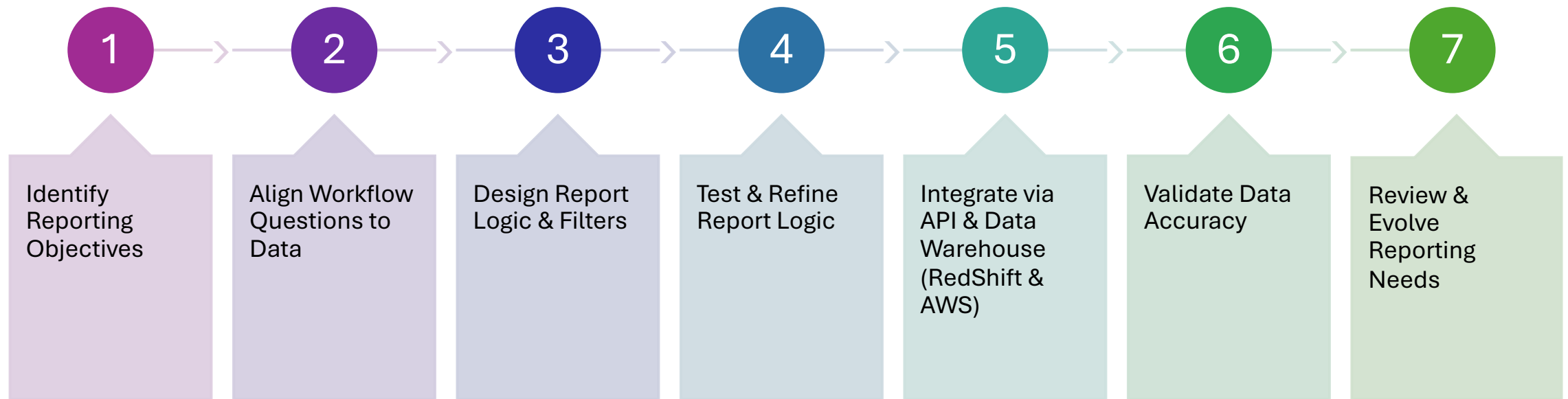
16 Open Submissions

■ Pending Compliance ■ Draft ■ Pending Submitter -Changes Needed

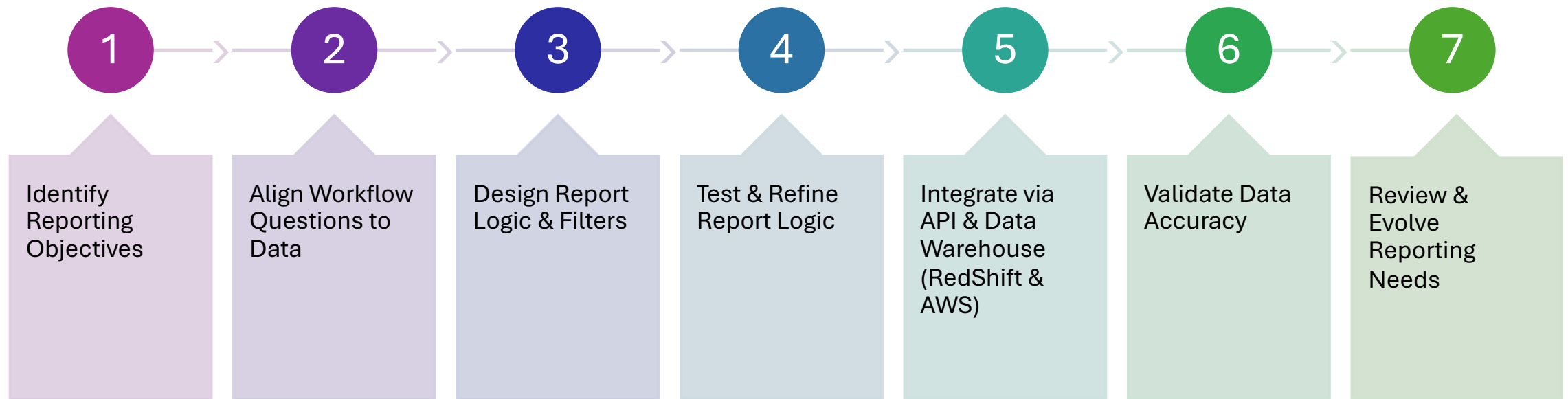
Reporting Automation Process



Reporting Automation Process



Reporting Automation Process



Questions

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Thank You

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