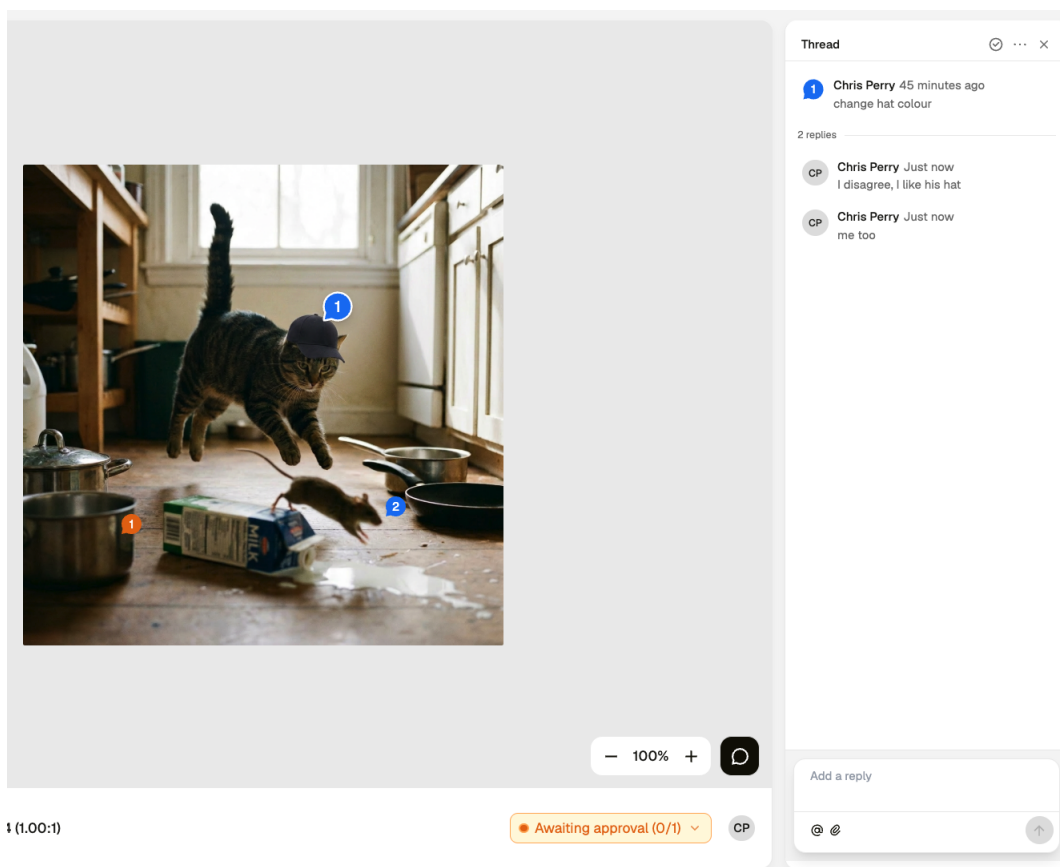


Introducing direct comments and comment threads

We're introducing **direct comments and comment threads** in the review window, so feedback on a deliverable can be a conversation rather than a list of disconnected notes.

Until now, every comment had to begin with an annotation pin, typed into a small popup over the artwork. There was no way to leave general feedback on a deliverable as a whole, and no way to reply — so follow-up questions, agreement, and clarifications all arrived as new top-level comments, and discussion fragmented across the panel.

Comments now live in one place: a comment box that sits permanently at the bottom of the comments panel, with replies grouped into threads.



What's new

- **Comment without dropping a pin** — Leave general feedback on the deliverable as a whole straight from the comments panel. No marker is placed on the artwork, and the comment carries your profile picture so it reads clearly as overall feedback rather than a point on the render.
- **One place to write every comment** — Dropping an annotation pin now focuses the comment box in the panel rather than opening a popup over the artwork, so annotation comments and general comments are written the same way.
- **Replies grouped into threads** — Reply to any comment to open a dedicated thread view, showing the original comment, the number of replies, and the replies in order. Close the thread to return to the full list of feedback.
- **Notified when someone replies** — The author of a comment is emailed when someone replies to it, so a response never goes unnoticed.
- **Clear ownership when a comment is removed** — Deleting a comment removes its replies with it, so a thread is never left without the point it was answering.

Why it matters

- **Feedback reads as a conversation** — Replies sit with the comment they answer, so it is clear who responded to whom and how a point was settled.
- **Room for feedback that isn't about one spot** — Overall direction, tone, or a simple approval no longer needs a pin dropped somewhere arbitrary in order to be said.
- **Less noise in the panel** — Follow-ups stop appearing as new top-level comments, so the list reflects the number of points raised rather than the volume of discussion around them.
- **A familiar experience for external reviewers** — Clients and partners reviewing by link get the commenting behaviour they already expect from the tools they use every day.

Who it's for

- Brand and content teams
- Creative and production teams
- Legal and compliance teams
- External and client-side reviewers
- Agencies and cross-functional enterprise teams

What this unlocks

Direct comments and threads turn review from a list of isolated notes into a discussion that can be followed and closed out. Feedback is easier to read, easier to answer, and easier to trust — for the teams producing the work and the stakeholders signing it off.

Give it a try and let us know what you think! 🚀