

Introducing item-level approvals

We're changing where approvals live. An approval now belongs to **the item itself**, so its status, version history, reviewers, comments and decisions travel with the item wherever it appears — in your file libraries, on any number of canvases, or as a deliverable on any number of briefs.

Approvals started life as a Brief Mode capability. When we extended them to Canvas, we tied each approval to the item and the canvas it sat on. That created a hard constraint: the same item couldn't sit on a second canvas without producing two parallel review cycles on the same underlying work.

To protect against that, we duplicated the item automatically — which left teams with near-identical copies, no clear true version, and approval history split across them.

At the same time, we're retiring the legacy preview and consolidating on a single review experience, now called Review, reachable from every surface where an item lives.

One item, one approval record, one place to review it.

Files ⓘ				
WorksGenerationsAssetsTemplates Your created work items: ads, feed variations, documents, emails, sheets and display ads.				
☰☲ Standard view ▾				
↓ Sorted by Last edited descending ▾Filter				
Name (89)	Approval version ⓘ	Approval status ⓘ	Approval ⓘ	Expires At
☐  Ad 14 Sep 2026 at 02:48:52 pm	V1	Awaiting approval (0/1) ▾	CP	
☐  Ad 14 Sep 2026 at 02:36:50 pm	V1	Changes requested	CP	
☐  Ad 14 Sep 2026 at 01:30:02 pm	V1	Approved	CP	
☐  Ad 03 Sep 2026 at 04:24:31 pm	—	Work in progress	+ Add	

What's new

- **Approvals belong to the item** - Status, versions, reviewers, comments and decisions are held against the item, not against a canvas or brief. Every surface the item appears on shows the same record.
- **Reuse items without duplicates** - Adding an existing item to a second, third or any subsequent canvas adds that item, not a copy. The automatic duplication behaviour is gone.
- **Approval state is never reset** - Adding an item to a new canvas or brief leaves its approval untouched. An item that's already approved stays approved.
- **Send for review from the Files sections** - Send items for review, assign reviewers and open Review directly from Work, Generations and Templates — no canvas or brief required.
- **Approval version and reviewer columns** - All three lists gain an Approval version column showing V1, V2 and so on, and an Approval column showing assigned reviewers, with add, edit and remove available inline.
- **Work in progress from creation** - New items carry an approval status the moment they're created, rather than showing nothing until they land on a canvas or brief.
- **Bulk approval actions** - Select multiple items to send them for review together, add reviewers to several at once, open them all in Review, or copy a sharing link.
- **Preview becomes Review** - The approval window is renamed Review across menus, buttons, tooltips and notifications.
- **The legacy preview is retired** - The old preview is removed from the Work, Generations and Templates lists, their bulk toolbars, and the editor. Commenting and decisions move into Review, multi-item viewing is handled by selecting items and opening Review, and external access now runs through guest reviewers plus Copy sharing link.
- **A consistent editor header** - Work, Generations and Templates now show the same controls in the same order. Generations gains approval status, which it never had, and Templates gains version history.

Why it matters

- **One record, not many copies** - The history of what was reviewed and approved stays in one place, instead of fragmenting across duplicates nobody can tell apart.
- **Reuse is supported, not punished** - Putting an existing asset to work on another campaign is the most common reason to add it somewhere else. Now it behaves that way.
- **Approvals are a platform capability** - Review is reachable wherever an item lives, so sending work for sign-off no longer depends on having a brief or a canvas.
- **Clearer language** - Preview is for looking at something. Review is for giving feedback and making decisions on it.

Who it's for

- Creative and production teams
- Brand and content teams
- Legal and compliance teams
- Agencies and cross-functional enterprise teams

What this unlocks

Tying approvals to the item makes review a property of the work itself rather than of the place you happen to be looking at it. Items can be reused freely, their approval history stays whole, and anyone can send anything for review from wherever they're working — with one consistent Review experience across the platform.

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