



Creative Compliance Review for Retail Banks

Compliance Review with Naehas

Naehas helps retail banks ensure published content is consistently regulator-ready. Our creative compliance review solution evaluates campaigns before launch and continues to monitor them after launch, surfacing outdated terms or missing disclosures instantly. Naehas helps eliminate manual review and provides always-on governance across every channel.

Retail banks must stay compliant in a changing regulatory landscape

Campaign launches can take **3–9 months**, and teams can create **1,500+ creative variations** per offer manually.

Every offer version must have accurate disclosures. Any misalignments can cause **repeated legal reviews**.

Since 2008, banks have paid **\$450 billion** in penalties and faced **51,000 regulatory changes**. A top bank spends **over \$1 billion** annually on compliance.

Naehas provides teams with...



Speed and risk reduction with automated pre-checks and side-by-side comparisons.



Ease with creatives, disclosures, metadata, and comments in one **centralized location**.



Audit-readiness with end-to-end lineage and immutability.



Visibility and insights with performance and trends.



Scalability by handling growth without bottlenecks.



Offers, disclosures, and creatives are **tied together**, so there are no mismatched claims.



Legal reviews the package **once**, not multiple times.



If rates or fees change, the system flags all impacted offers with **real-time alerts**.

144%

growth in collateral volume without adding staff

BaaS Financial Institution

60%

reduction in approval cycles while handling **40%** more content volume

Tier 1 Bank

"Using AI keeps our costs down and strengthens our commitment to raising the bar from a regulatory perspective."

Senior Executive, Tier 1 Bank



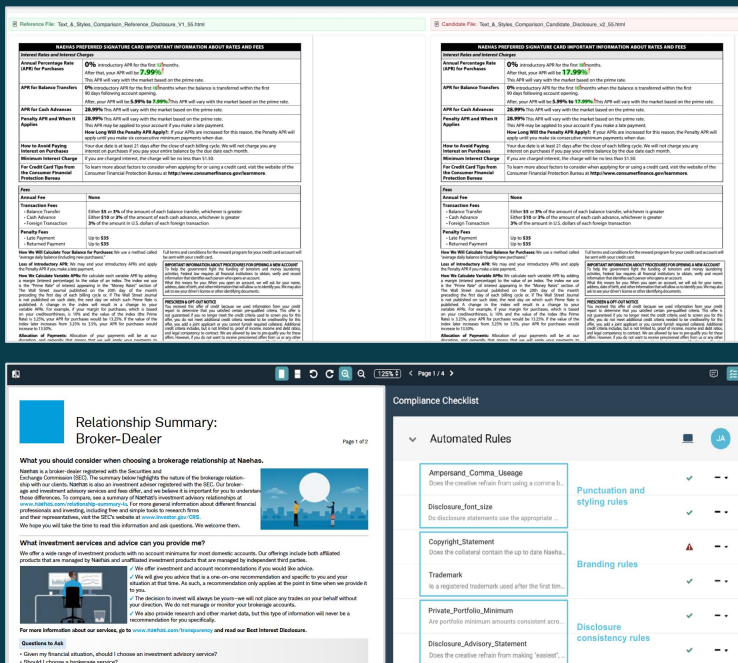
Automate Assessment



Unify Review Experience



Enable Traceability



Comparisons

- Compares side-by-side versions and instantly highlights differences.
- Provides faster, more accurate results than manual proofing.
- Expedites review and collaboration across teams.

Automated review

- Automated rules enforce requirements (regulatory, brand, product suitability).
- Eliminates errors stemming from repetitive manual entry such as date changes, version updates, and typos.
- Supports custom checklists by document type.

Assessment types



Regulatory compliance (e.g. UDAAP)

High risk terms/phrases

Proximity rules

Eligibility awareness

Channel-specific disclosure validation



Disclosure accuracy & consistency

Disclosure accuracy check

Disclosure cross-check



Brand experience

Brand check and trademark handling

Readability, sentiment, and tone analysis



Content logic & personalization validation

Metadata and token validation