



## 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compliance review solution evaluates campaigns before launch and continues to monitor them after launch, surfacing outdated terms or missing disclosures instantly.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.

**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**

### 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**.

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

**Senior Executive, Tier 1 Bank**

