

## CASE STUDY

# SDSU Extension cuts proof versions by 93% with Lytho

## Email-based reviews caused version chaos and delayed outreach

SDSU Extension supports South Dakota communities with educational content across all 66 counties. Their creative team manages over 2,000 projects annually in areas such as agriculture, health, and community development.

But without a centralized system, feedback and approvals were scattered across emails. Stakeholders submitted comments late, inconsistently, or not at all—leading to confusion, version errors, and costly rework. Delays in final approvals slowed down time-sensitive outreach efforts across the state.

## Centralized proofing and smart routing reduced review rounds

With Lytho, SDSU Extension built a structured review process that gave contributors visibility and accountability. Tagging and role-based routing ensured that the right people saw the right content at the right time.

By bundling related assets into single proofs and enabling version-controlled feedback, the team streamlined campaigns and improved audit readiness. Proof version counts dropped from 15 to just 1.2—without compromising quality or accuracy.

## Results: clearer reviews, faster turnaround

- Cut proof versions by 93% (from 15 to 1.2)
- Centralized all review workflows in one place
- Ensured faster delivery of content to all 66 counties
- Created audit-ready approval records for compliance and quality

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SOUTH DAKOTA STATE  
UNIVERSITY EXTENSION

*“We don’t have to chase requests anymore. Contributors know exactly where to go and how to stay on-brand.”*

**Lindsey Gerard**  
Educational Technology  
Content Manager, SDSU  
Extension

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