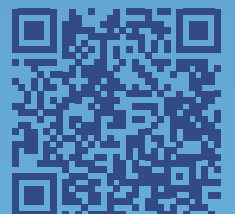




**Build Revenue &
Maximise Advertising**

lineup.com



Media sales software that streamlines your processes

Working across multiple platforms to deliver media sales can be a challenging and resource-intensive task. However, by leveraging our suite of flexible and customizable enterprise resource planning (ERP) solutions for advertising and revenue management, you gain access to a powerful advantage of a single source of truth to gain a competitive edge in the media industry enabling publishers to:

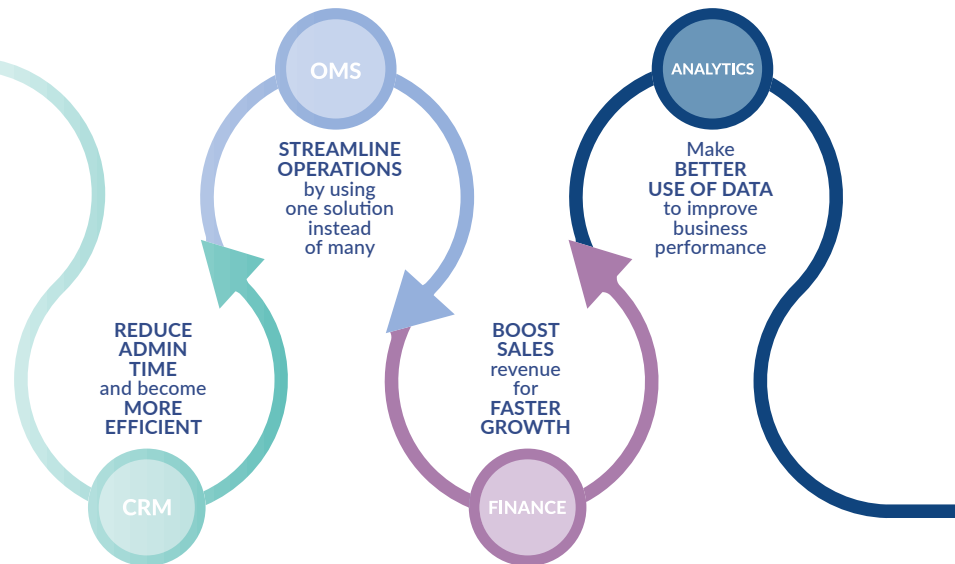


The all-in-one advertising sales management solution

An omnichannel advertising sales management solution designed by media specialists for media companies that seamlessly integrates CRM, OMS, finance and analytics.

Adpoint is the complete omnichannel sales and advertising solution for media companies.

Incorporating CRM, OMS, finance and analytics into one seamless solution, adpoint streamlines all workflows and transactions between buyers and sellers to drive greater operational efficiencies across your entire organisation.



What can Adpoint do for your business?

With Adpoint, you can simplify your tech and operations, increase productivity, drive profitability and mitigate errors.

Up to
59%

reduction in total cost of ownership - work smarter by using one solution instead of many

Reduce admin time by over
65%

automate key processes, save time and become more efficient

Flex & scale

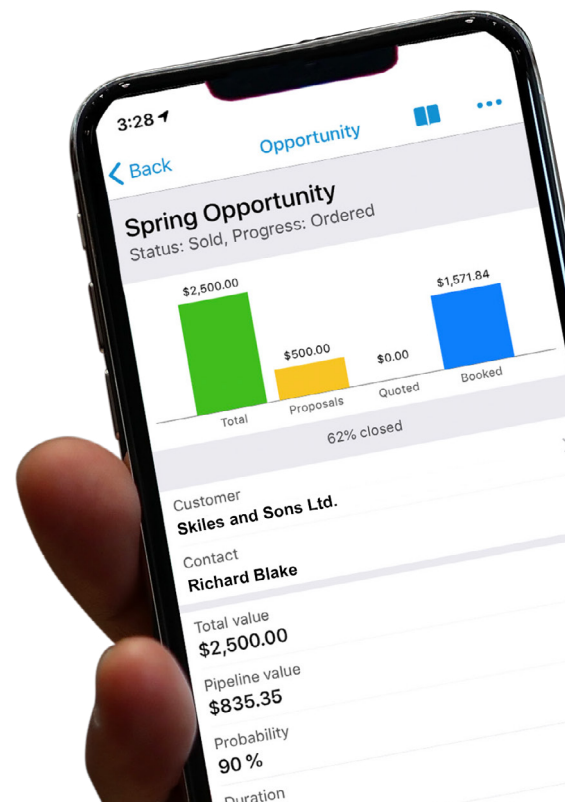
as your business grows

Improve customer satisfaction by more than
40%

Improve customer satisfaction by more than

Boost

revenue from pitch to order



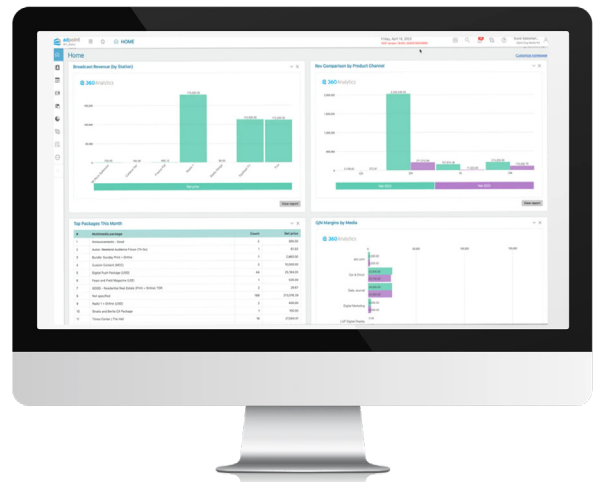
Adpoint, a versatile and adaptable system.

Our clients need the **flexibility** that Adpoint provides to **innovate**, experiment, and scale their businesses by **diversifying revenue streams** across **multiple channels**.

The **capabilities** of Adpoint extend far **beyond print and digital** advertising.

Our clients leverage Adpoint to handle:

- Programmatic advertising
- Print inserts
- Podcast sponsorships
- Event management
- Merchandising
- Advertorials
- Sponsorships
- Social media campaigns
- Newsletter advertising
- Video ads



Adpoint allows media organizations to consolidate their entire advertising ecosystem in a single, powerful platform.



Adpoint streamlines workflows, reduces administrative overhead, and provides a holistic view of advertising performance across all channels.



Unlock New Revenue Opportunities

With Adpoint as your foundation, you can confidently explore emerging revenue streams and adapt to evolving market trends. Our system's flexibility ensures that as your business grows and diversifies, Adpoint grows with you.



Seamless Integration, Maximum Efficiency

Adpoint's ability to manage diverse revenue sources within a unified platform eliminates the need for multiple, disconnected systems. This integration enhances operational efficiency, improves data accuracy, and provides valuable insights to drive strategic decision-making.



Future-Proof Your Media Business

In the rapidly changing media landscape, Adpoint provides the agility and scalability needed to stay ahead of the curve. Whether you're expanding into new markets, launching innovative products, or optimizing existing revenue streams, Adpoint offers the tools and flexibility to support your journey.

With Adpoint, the possibilities for revenue growth and operational excellence are limitless. Embrace the future of media sales with a solution designed to adapt to your unique needs and ambitions.

“ We see Adpoint as a sales empowerment system. It’s our CRM, proposal builder, billing and ad fulfillment platform. This new system will power the way we manage our business. ”

Teresa Griffin
Vice President of Sales Enablement



“ The partnership with Lineup has been transformative for us, freeing up so much time and significantly reducing our operational complexity. The agility the Lineup platform provides for the future is a real game-changer for Gannett. ”

Rick Baker
VP/Technology, Commerce Solutions



“ For the first time, we have instant and easily-accessible intelligence on performance and revenue, and management are able to monitor the performance of each department, and of each campaign. We don’t have to rely on ‘gut feeling’. This intelligence can now inform our strategy, and we expect a knock-on effect on our efficiency and bottom line. ”

Shez Shafiq
Chief Operating Officer



“ Adpoint’s technology simplifies advertising sales and management - automating previously labor-intensive tasks, speeding up the entire order process with more efficient delivery, and providing sales with new tools and greater mobility. ”

Thomas Kords
Director, Strategic Projects, Admeira Group

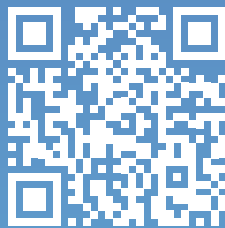


You’ll be in great company:





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