



# adpoint

All-in-one multi-channel media sales management solution.

Adpoint is a **flexible, scalable platform** with best-in-class functionality, designed to help you tackle the ever-changing ad sales environment and meet your wider business goals. It's a multichannel advertising sales management solution that enables you to **cut operational costs, automate key processes**, and **boost revenue**, all the way from pitch to order.

## What's included?

Encapsulating four key modules - **CRM, OMS, Finance** and **Analytics** – Adpoint allows your teams to manage the entire ad sales process, from placing the initial order through to booking, invoicing, and measuring success. It champions a **smarter** way of working across the board by eliminating tedious and timeconsuming admin and strengthening links between departments.

### CRM

Boost sales. Uncover new opportunities. Speed up the sales process. It's all possible with Adpoint CRM. Made for media companies by media experts, Adpoint's best-in-class CRM platform delivers the most comprehensive tools and support in the market for your salespeople. It also provides management with actionable intelligence to improve team performance and increase sales.

### Analytics

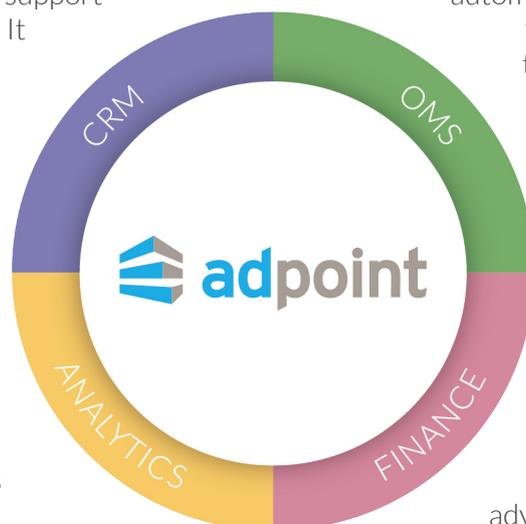
Analytics for Adpoint is the only media analytics software with the power to transform operations across every part of your business. It's designed to help your media company become slicker, quicker and far more connected – and it gives all departments the information they need to make better decisions.

### OMS

Adpoint OMS is the only cloud-based omnichannel order management solution on the market. Its functionality ensures that your entire order management and fulfilment process can be automated from booking to billing, freeing your team from basic administrative tasks and giving them the time – and the data – they need to close more deals, faster.

### Finance

Adpoint Finance enables you to bill, collect and report on all orders easily, enabling an effortless advertising sales process that supports your wider business ambitions. Your salespeople will benefit from complete visibility on their customers' payment statuses, while your finance department will see quicker billing, faster collections, and fewer disputes.





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## Why choose Adpoint?

### Unrivalled support

Wherever you are in the world, our support team are available 24/7 to answer your questions and help you make the most of Adpoint.

### On-the-go access

Your field sales teams can access appointments, tasks, and customer account details any time, from any device with our dedicated mobile app, Adpoint Go.

### Impressive integrations

Backed by a full set of APIs, Adpoint integrates with all major publishing products, ensuring it can fit seamlessly into any IT ecosystem.

### Product Roadmap

We collaborate with our customers on an annual Product Roadmap. This is updated every quarter with the items and additions our community wants to see.

### In-depth training

Adpoint customers can join our Adpoint Academy for free to access our courses and workshops. Bespoke training can be costed on request.

### Adpoint Plus

Take your operations to the next level with Adpoint Plus, our enhanced programme that offers a range of add-on tools to boost your team's efficiency even further, these include:

**workflow**



**econnect**

**digitalsignatures**

## About Lineup

For over a decade, Lineup has helped the world's biggest and most iconic media organizations manage their sales and grow their revenue. Our intuitive, customizable software platforms – which have been built by media, for media – enable our customers to sunset legacy systems and enjoy a faster, more efficient, and more streamlined approach across all their sales and subscription management operations.

## About Lineup's Self-Service Suite

Our Self-Service Suite gives our customers everything they need to do deals in their own time, on their own terms. These tools – Ad2order, Marketplace, Pay4media, eTear4media – eliminate the need for publishers to liaise with advertising teams directly, removing unnecessary sales calls, inventory checks and other time-consuming tasks from the sales process entirely.