

# ad2order

This powerful tool makes it easier than ever for advertisers to do business with you.

Designed to automate the entire ad process – from booking to delivery to payment – Ad2order is the most **complete self-service portal** on the market for publishers servicing small to medium sized advertisers.

It allows your advertisers to book an order, build the content, and process payment, without rekeying any data or relying on operational management at any stage in the process. They will have **real-time access** to account information and discounts from within the system, not to mention a wealth of templates, ad customization, **automated** layout resizing, upsell and flexible package options to help them **tailor** their order to their specific requirements.

Crucially, Ad2order gives you, the publisher, the **freedom** to focus on generating new revenue from larger ad campaigns while allowing SMB advertisers to book simpler, less profitable campaigns directly.

- › **Intuitive** booking process
- › Access to **real time** agency account information
- › **Supports** private advertisers and trade customers
- › Quick, easy-to-maintain **open-source portal** interface
- › Offers **flexible** and **customizable** discount structures
- › Easily **integrates** with credit card and payment gateways
- › Provides **user-friendly** performance and trend reports
- › Requires **no IT overhead**

Ad2order is available as an **add-on** for media companies using Adpoint. The portal can be **customized** to reflect your branding.

## 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.