



# adpoint

for



Adpoint for Salesforce provides media businesses with a complete advertising sales management solution.

As an official **Salesforce ISV partner**, Lineup Systems has produced an intuitive, streamlined, ready-to-go SaaS solution that handles every aspect of the sales process, from initial lead generation to order and final billing.

It provides access to the comprehensive CRM tools within Salesforce and gives your teams the chance to explore the **powerful capabilities** of Lineup's specialist advertising booking and financial workflows – all from one interface.

Adpoint for Salesforce has been deployed successfully in many **leading media groups** to date and has been instrumental in helping these teams realize their vision by **growing** their advertising operations and revenue streams.

- › Multi-channel solution covering **digital, print, broadcast, events**, and **outdoor** advertising
- › **Real-time**, bi-directional synchronization for seamless usage
- › Consistent **reporting** of all aspects of your media sales and booking operations
- › **No custom development** required
- › **Updated every 6-8 weeks** to help you leverage the latest media trends

## HOW IT WORKS:

Our Adpoint for Salesforce package is available with **Adpoint Plus**. It feeds Adpoint's multi-channel ad booking capabilities into Salesforce so your users can move seamlessly between the two systems while experiencing the best features from both of them. All accounts, contacts, addresses, client relationships, opportunities, orders, and ads are **perfectly synchronised** for complete ease of use.

### What is Adpoint?

Adpoint is a multichannel advertising sales management solution. 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.

### What is Adpoint Plus?

Our Adpoint Plus program enables you to enhance your system's functionality even further. This suite of paid-for tools includes Adpoint for Salesforce, Digital Signatures and Workflow.