



MARKETPLACE

A multi-channel ad booking platform that enables agencies to book publisher inventory in real-time.

Designed to work seamlessly with Adpoint, Marketplace facilitates an **end-to-end journey** from buyer to supplier to buyer.

This tool delivers a true **self-service experience** that empowers agencies to deliver a faster, more accurate service while accessing the best prices for their clients. It also provides publishers with the opportunity to **cut unnecessary admin**, reduce delays, improve customer satisfaction, and increase revenue.

For publishers:

- › **Manage** agencies and their customers in one place
- › Set **dynamic pricing models** to encourage higher sales when demand is lower
- › Enjoy instant and **automated booking processes** thanks to Adpoint OMS integrations

For agencies:

- › **Partner** with multiple publishers to become a 'one-stop-shop' for your campaigns
- › View all media orders from **one platform**
- › **Access inventory** and **delivery** data when planning your campaigns

Key Features:

Single secure access

Access all publisher services using one login, from any publisher's website.

Live account tracking

Explore dashboards on buying habits and get real-time information on order deliveries and statuses.

Supports multiple publishers

Establish a collaborative network of publishers and buyers, with purchases distributed to their relevant publishers.

Advanced dynamic pricing

Use the tool to set and apply seasonal, contractual and spend level discounts instantly.

Real-time inventory data

Our OMS integrations support advanced workflow automation functionality.

Automated quote to confirmation process

Create quotes rapidly and enjoy an easy quote to booking conversion process. The system also supports repeat bookings.

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.