

Lee Enterprises Transforms Sales Organization with Lineup's Adpoint

Lee Enterprises, Inc. has recently partnered with Lineup Systems for the deployment of their industry-leading, advertising sales management software, Adpoint. The new system will streamline its systems and provide more robust sales enablement to its ever-increasing operations.

Legacy Billing System vs Lead-to-Cash Capabilities

Following Lee's acquisition of BH Media in 2020, there was a demand for a system that could support greater, in-house efficiencies and faster, more accurate ad orders.

Multiple applications were performing CRM, proposal management, order management, pagination and media fulfillment functions, leading to siloed systems. These systems were causing increased workload and unnecessary costs. It was then when Lee approached Lineup to explore Adpoint's enhanced lead-to-cash capabilities.

"What got our attention was Lineup's excellent position in the North American publishing market. We had been aware of their partnerships with other brands in similar situations. After looking closely at Adpoint and its largely digital-focused approach, what stood out was the software's ability to not only significantly streamline our existing setup, but to adapt to emerging trends, which was, and is, particularly important to us."



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*Terry Geiger, Senior Director
of Technology Operations,
Lee Enterprises*



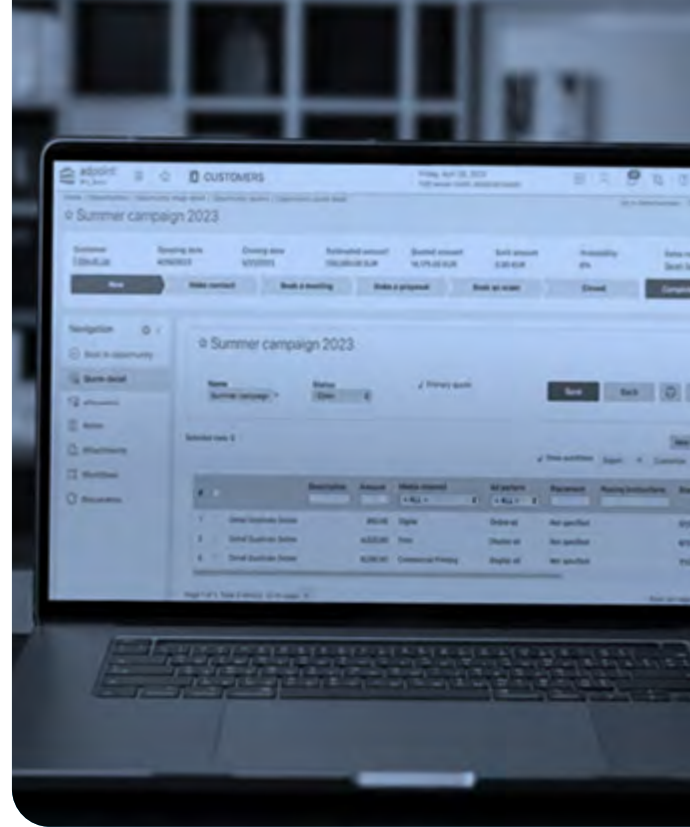
Supporting a Modern Multi-Channel Sales Environment

With the acquisition and continued company growth, manual processes and billing system variations were hampering the sales process. It was becoming increasingly difficult to connect the print and digital order process and communicate common post-sale procedures.

“We had limited automated processes and multiple platforms in use which lead to tedious workflow including duplication of ad order entry. It was an arduous process for reps with too many hoops to jump through to execute their sales.

We were seeing some products simply weren't being sold because the fulfilment process took too much of their time.”

Lee Enterprises Senior Director of Advertising Analytics Mellesa Boudeman agrees. “We knew we were losing revenue, as reps were frustrated with the process around selling and fulfilling certain tactics, believing the effort isn't worth their time.”



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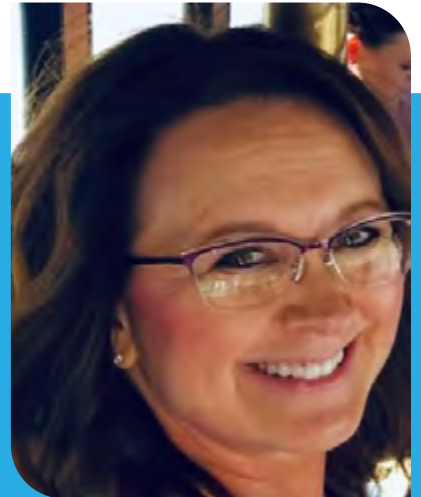
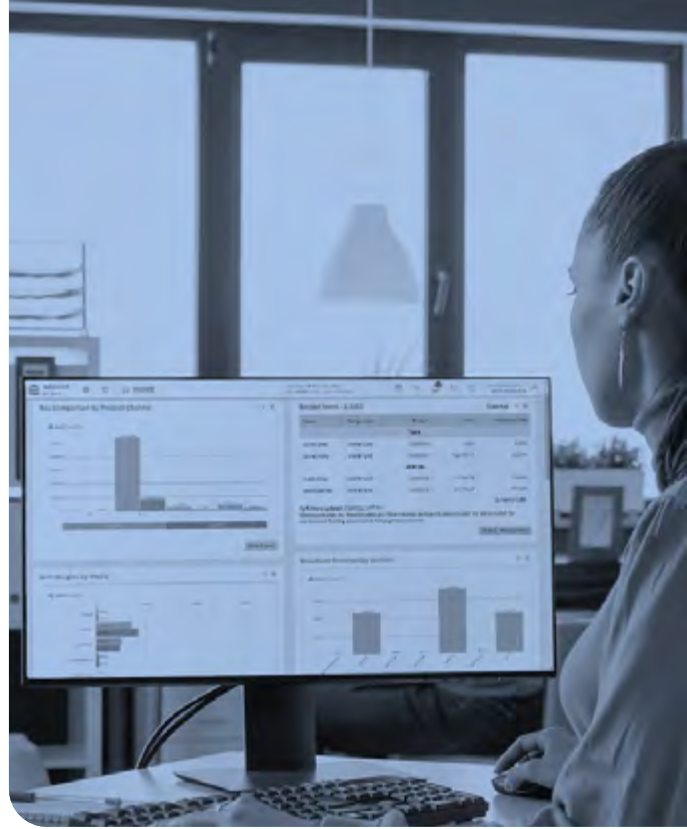
Adpoint Opens the Sales Door Wide with Opportunities

Griffin and Boudeman both agree that a strong benefit of Adpoint is the flexibility of the system to handle the demands of an omni-channel, multi-region sales operation.

With Adpoint there are no geographic boundaries. Rather than having sales reps focus on a particular territory, Adpoint creates an environment to easily sell print and digital ads anywhere across the country. This moves Lee into a more nimble and transitional company.

“Another way we are advancing revenue streams are the integrations and workflows we are establishing in partnership with Lineup,” said Boudeman. “We are incorporating as much headless tech as possible.”

Lineup is currently deploying multiple Adpoint Plus modules for the client and creating integrations with Facebook Ad Manager, Google Ad Manager, The Trade Desk and Frequence. Enabling seamless data synchronization and surfacing between Adpoint and these third-party platforms will mean teams no longer need to switch between interfaces. It will also remove the need for time consuming data entry across all tools. “We see Adpoint as a sales empowerment system,” said Teresa Griffin. “It’s our CRM, proposal builder, billing and ad fulfillment platform. This new system will power the way we manage our business and we can’t wait to get started.”



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