



# SMI Creates Efficiencies, Expedites Cash on Hand with Lineup's Adpoint

## On the Hunt

When Dennis Sheely joined Sonoma Media Investments (SMI) in 2018, the company was in the process of replacing their ad order systems. They were on the hunt after a dismal start from another vendor and needed to start over.

“When I walked in the door, we didn’t have a CRM. In fact, we had very rudimentary processes, using several disparate systems” said Sheely. “We were in desperate need of a powerhouse solution. That’s why we gravitated to Adpoint.”

## A Powerful CRM

Lineup’s integrated CRM empowers users to make meaningful ad management strategies, save time, and supercharge revenue all in one place. From real-time analytics to lead generation tools, Adpoint CRM software is designed to hunt revenue, empower your sales team, enhance customer experience, and simplify the entire sales process.

According to Sheely it was like “night and day” after launching the integrated CRM. “We were easily able to set up metrics where you set it and forget it.” For the first time, senior leadership would receive consistent and accurate weekly reporting regarding sales calls, meetings, proposals and other important KPIs.

## eDispatch Efficiencies

In addition to CRM’s revenue and analytics capabilities, Sonoma was very interested in the efficiencies that Lineup’s solutions could provide, such as e-Dispatch. eDispatch allows you to create custom and professional looking emails within Adpoint for collections, confirmations, campaign alerts and other document types, enabling people to be informed and on task. This can create huge efficiencies for organizations who had been using the traditional snail-mail process.

Sonoma had been using a third-party mail house and paying service fees for advertiser invoices. Once on Adpoint they quickly moved to eDispatch and now just a handful of invoices are mailed. “We gained the efficiencies we were looking for by eliminating mail costs while expediting cash on hand by receiving payments faster. Our finance team loves the tool as it’s moved us from antiquated processes to modern automation.”

Overall Sheely and the team are very pleased with all the benefits of a single omnichannel sales and advertising solution. “A number of dominos fell into place when we launched Adpoint.”



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Dennis Sheely,  
Director of Ad Operations,  
Sonoma Media Investments, LLC

