



Adpoint for Salesforce

 available on
AppExchange

End-to-end media sales management in a native Salesforce environment

FEATURES + BENEFITS

- **Ready-to-go SaaS solution**, with no custom development and complete functionality from day one
- **Proven deployment** in leading media groups including Time Inc, De Persgroep, and Groupe Rossel
- **A consistent user experience** throughout the advertising sales process within one interface
- **Real-time, bi-directional synchronisation** for seamless operation
- **Multi-channel capability** – Adpoint is the only system that handles digital, print, broadcast, events and outdoor advertising in one single order
- **Consistent reporting** of all aspects of the media sales and booking operation
- **Agile** – inclusive releases every 6 weeks delivering significant enhancements to help you leverage best practice and the latest media trends
- **Easy to upgrade** – Adpoint's single code base can deliver new releases in just minutes
- **Full inventory** visibility inside Salesforce

Combine the power of Salesforce® CRM with the end-to-end, multi-channel sales and order management of Adpoint. As an official Salesforce ISV partner, Lineup Systems has teamed up with Salesforce to offer media businesses a complete solution for advertising sales management from initial lead generation to order and final billing within a single interface.

CRM is a vital element of any successful media sales operation. Add tailor-made automated pricing, order management, workflows, inventory management, finance and full reporting features, and imagine how such a solution can empower your business.

Adpoint for Salesforce brings together the full CRM capabilities of Salesforce and the end-to-end workflow capabilities of Adpoint, helping you streamline your processes and enhance media sales performance. What's more, Adpoint seamlessly handles all media channels, taking the pain out of multi-media sales packaging, pricing and delivery.

MULTI-CHANNEL MANAGEMENT

Adpoint is a cloud-based, lead-to-billing media sales solution designed exclusively for media companies with digital, print, broadcast, events and outdoor advertising operations. The feature-rich system manages all the complex, multi-channel booking scenarios faced by today's modern media organisations, including discount control, product catalogues, pricing engine, revenue recognition, billing and reporting.

SEAMLESS INTEGRATION

Our Adpoint for Salesforce solution draws Adpoint's advanced functionality intuitively into the Salesforce interface to provide users with a single workflow and interface experience for booking, managing and reporting.

COMPLETE, CONFIGURABLE, SCALABLE

A product-based solution, Adpoint for Salesforce is fully configurable, intuitive to use and easy to deploy.

ADPOINT'S END-TO-END FUNCTIONALITY

Integrated CRM with multi-channel packaging and booking

- Benefit from CRM functionality tailored specifically to your media needs.
- Create accurate, comprehensive quotations and packages across multiple media channels.
- Check availability in real-time and create live bookings in one single workflow.

Order management

Track and manage client orders throughout the sales process with one single system solution.

Finance

Set up automatic billing to ensure fast and accurate processing and payment of orders.

Real-time analytics

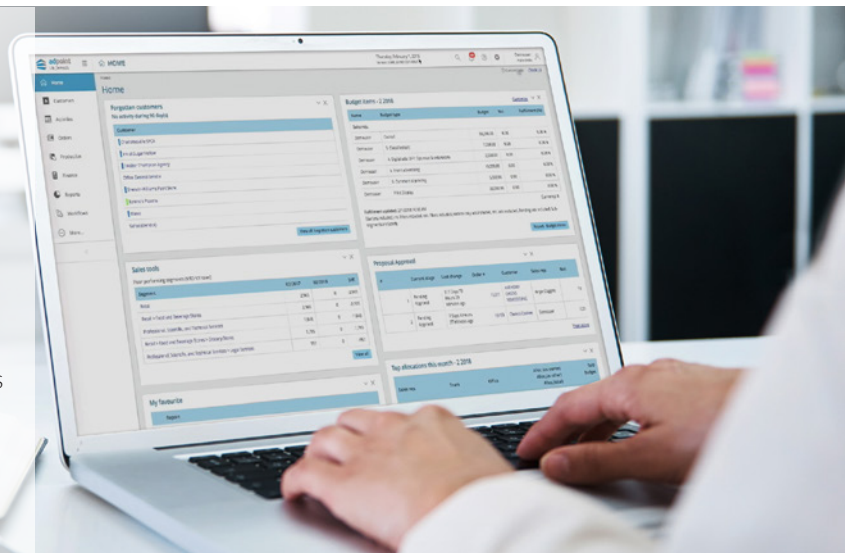
Monitor orders, clients and channels in real-time and receive a holistic overview of revenue streams across all advertising operations.

GET STARTED

Visit the Salesforce App Exchange or contact us for a demo.



Adpoint for Salesforce is available as an add-on solution for media companies using Adpoint and is part of our Adpoint Plus programme of solutions that complements Adpoint's core end-to-end advertising sales and management functionality.



To arrange a demo or for more information

Email: sales@lineup.com Visit: www.lineup.com

ABOUT LINEUP SYSTEMS Lineup Systems is a leading provider of media sales technology. Our cloud-based system, Adpoint, is the world's #1 media sales solution. Adpoint optimises business performance and enables media companies to grow ad revenue.