Adpoint Self-Service

A smarter way to sell

Media companies are constantly looking for new ways to increase sales revenue and improve yield, while controlling costs. One of the most effective ways to achieve this is with self-service advertising.

Self-Service provides media companies with the benefit of enabling your sales team to focus on generating new revenue from larger ad campaigns. Your advertisers benefit from by having the flexibility of to purchase ads at their convenience.

SEAMLESS ORDERING AND BOOKING

Adpoint Self-Service represents a new generation of automated self-service capabilities. Our self-service portal not only ensures an easy booking experience, but also integrates seamlessly with the Adpoint media sales system, creating an automated workflow that books the order, builds the content, and processes the payment. With Adpoint Self-Service there is no rekeying data and no operational management required at any stage in the process, making it the most advanced, integrated solution on the market today.

INTUITIVE AND EASY-TO-USE

For media companies to successfully offer self-service advertising, your portal needs to be easy-to-use. That's why the Adpoint Self-Service portal has been designed to provide a smooth, intuitive booking process. Built-in features put the advertiser fully in control by offering templates, ad customisation, automated layout resizing, order upgrades, flexible package ordering, and more. Adpoint data migration provides a personalised experience giving advertisers real-time access to account information and discounting. And the Adpoint Self-Service portal is easily configurable and can be customised to reflect your brand.

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The easy-to-use five step self-service process

1 Select your package

2 Create your ad

3 Add your details

4 Proof & pay

5 Confirm your order

⊕ Sell direct

Media companies that own web properties understand selling their own ad space is a great way to earn revenue, but many find themselves frustrated with the process. Although there are many self-service portals on the market, few offer the ease-of-use and features publishers want.

⊕ Reduce costs

Adpoint Self-Service increases operational efficiencies by allowing your ad sales reps to focus on larger accounts, while smaller campaigns are booked automatically. This reduces overhead and provides advertisers with the flexibility to create, book, and manage their own ads quickly and easily.

⊕ Not a point solution

Adpoint Self-Service is not another point solution. It's tightly integrated with the Adpoint solution and can integrate with any third-party system. This means you can leverage all your existing integrations, including production systems and payment gateways, to deliver a fully-automated ad workflow process from booking to billing.

Benefits

Adpoint powers self-service and direct ad sales solutions for premium publishers like Toronto Star and News UK. Our classified and display advertising solution handles all the aspects of self-service to offer the following benefits:

- Self-service capability for private advertisers, trade customers, and agencies
- A quick and easy to maintain open source portal interface
- An intuitive booking process for advertisers including access to real-time account information
- Flexible and customisable discount structures
- A seamless booking to billing process for media companies
- Integration with credit card and payment gateways
- User-friendly performance and trend reports
- No IT overhead

GET STARTED

Adpoint Self-Service 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.

Find out how Lineup can transform your media business
Email: **info@lineup.com** Visit: **www.lineup.com**

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

lineup
Empowering your media business