



# Adpoint for Salesforce



## 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 synchronization** 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 organizations, 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

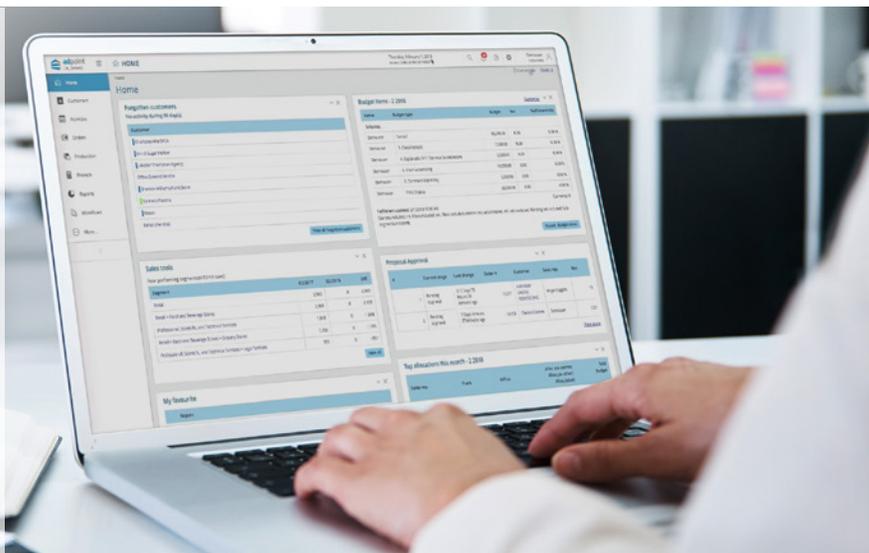
Monitor orders, clients and channels in real-time and receive a holistic overview of revenue streams across all advertising operations.

### 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 program of solutions that complements Adpoint's core end-to-end advertising sales and management functionality.



To arrange a demo or for more information

Tel: **720.961.9857** Email: [sales@lineup.com](mailto:sales@lineup.com) Visit: [www.lineup.com](http://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 optimizes business performance and enables media companies to grow ad revenue.