



# ADPOINT ROADMAP: SUPPORTING VALUE-BASED SELLING FOR PUBLISHERS



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Product Manager - CRM  
Lineup



# AGENDA

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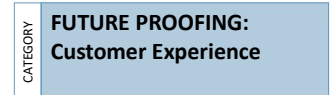


- **Customer Experience – Self Service**
  - Ad2order Print update
  - Ad2order Digital
  - Customer Management Portal discovery
- **Sales Growth**
  - Adpoint Assistant – Gmail and Outlook
  - Adpoint Go discovery
  - Nurture Journeys
  - Outreach (Marketing Automation)
- **Sales Growth – AI Tools**
  - Prototype tools
  - Recommendation tools discovery
- **Driving User Satisfaction – 360 Analytics**
  - General enhancements
  - Data Visualisation

## AD2ORDER – DIGITAL



Helping users book online ads faster and more intuitively



Greater  
operational  
efficiency



Better  
customer  
service



Reduced sales  
and  
booking admin



### FEATURES

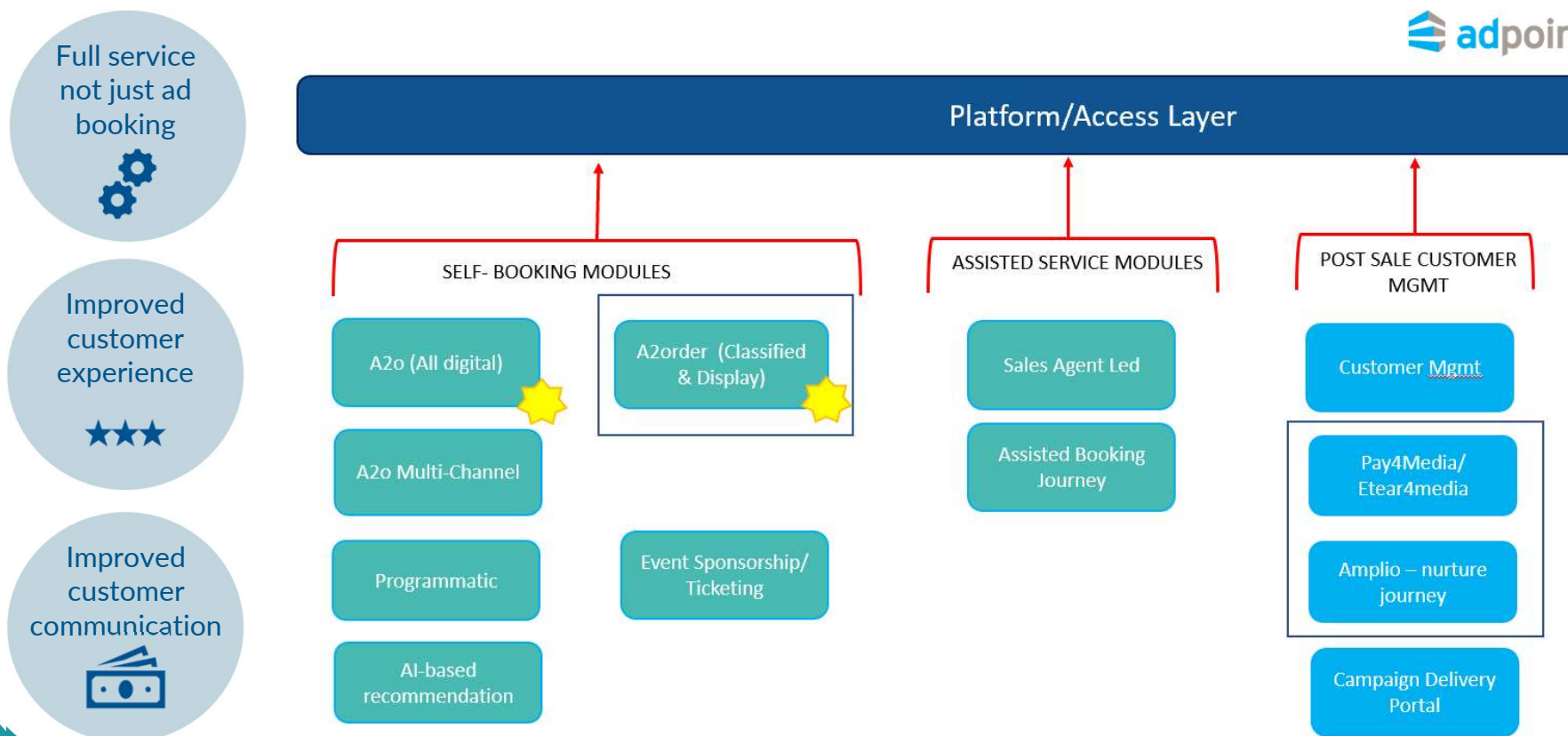
- Guided package selection & targeting customisation
  - Integration with Ad Servers (GAM)
    - Ad builder tool
  - Post-Campaign Dashboard
  - Flexible CMS/CSS

# CUSTOMER MANAGEMENT PORTAL – DISCOVERY



Empowering customers to take control of their account

CATEGORY  
**FUTURE PROOFING:  
Customer Experience**



# ADPOINT ASSISTANT – OUTLOOK PLUGIN



CATEGORY  
**FUTURE PROOFING:**  
Customer Experience



Greater  
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Better  
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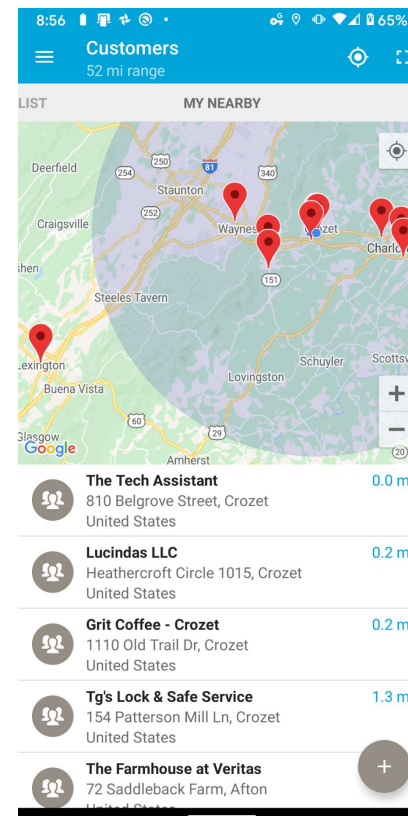
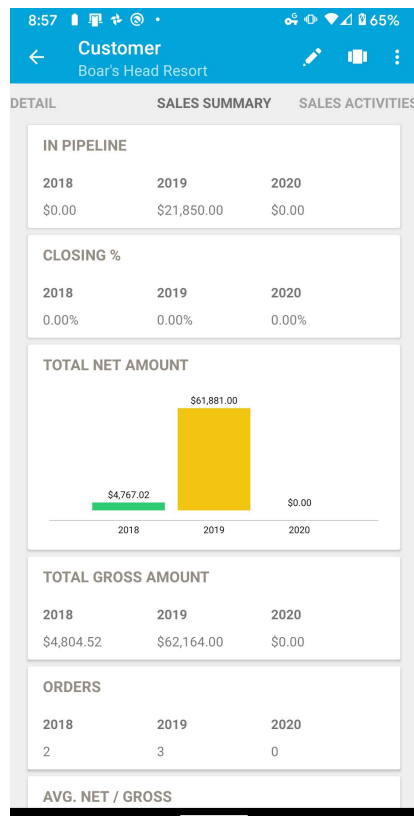
Reduced  
Sales admin



## FEATURES

- Support for desktop, web and mobile versions (Microsoft 365)
  - View Customer & Contact status and Activities
  - Attach Emails to Activity, Opportunity, Case and Order

# ADPOINT GO – DISCOVERY



**CATEGORY**

**FUTURE PROOFING:**  
Sales Growth  
Less Admin, more selling

# NURTURE JOURNEYS – NEXT BEST ACTION



## Next level sales intelligence tools

CATEGORY **FUTURE PROOFING:**  
**Sales Growth**  
Grow your opp. pool

Greater  
operational  
efficiency



Better  
customer  
service



Generate  
Revenue



### FEATURES

- Utilise Amplio's Nurture Journeys with Adpoint
  - Track buying and communication patterns
    - Improved customer engagement
- Generate Next Best Action tasks and opportunities for Account Managers

# ADPOINT OUTREACH – MARKETING AUTOMATION



Automate customer marketing and communications

CATEGORY **FUTURE PROOFING:**  
**Sales Growth**  
Grow your opp. pool



Greater  
operational  
efficiency



Happier  
customers



Generate  
Revenue



## FEATURES

- Utilise alongside Nurture Journeys
- Curate email and newsletter content
  - Track opens and clicks
- Automatically send email and follow up responsive to interest and intent indicators



# AI TOOLS – PROTOTYPES & REC. TOOLS DISCOVERY



CATEGORY **FUTURE PROOFING:**  
**Sales Growth**  
Less Admin, More Selling



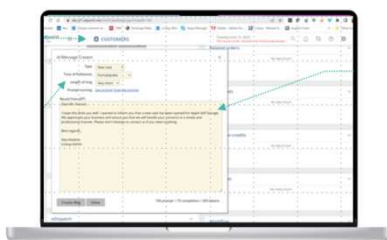
Greater  
operational  
efficiency



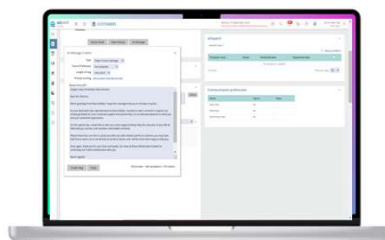
Happier  
customers



Reduced sales  
admin



Quick e-mail generator



Speech to Task



Recommendation tools

## 360 Enhancements



A series of enhancements to the 360 Analytics module to improve user experience and therefore support robust revenue management

CATEGORY **FUTURE PROOFING:**  
Driving User Satisfaction

Greater  
operational  
efficiency



Improved  
User  
Experience



- Report Consistency
- Custom Field Support
- Core Report Migration
- User Synchronisation

## 360 Enhancements – Data Visualisation



Offering enhanced visualization capabilities to support reporting and revenue management

CATEGORY **FUTURE PROOFING:**  
Driving User Satisfaction

Greater  
operational  
efficiency



Improved  
User  
Experience



### FEATURES

- Pipeline Funnel
- Year on Year Comparisons
- Speedometer Dashboards
- Future Phases: What's Next?