



ADPOINT ROADMAP: OPTIMISING CAMPAIGN EFFICIENCY AND CHANNEL REVENUE



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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



FEATURES

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

360 Enhancements – Data Visualisation



Offering enhanced visualisation capabilities to support reporting and revenue management

CATEGORY **FUTURE PROOFING:**
Driving User Satisfaction

Greater
operational
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Improved
User
Experience



FEATURES

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

Digital Invoicing – Discovery



Bringing improved agility and flexibility to digital invoicing

CATEGORY **FUTURE PROOFING:**
Driving User Satisfaction

Greater
operational
efficiency



Better
Customer
Service



Improved
Cashflow



FEATURES

- Billing for Defined Periods
- Editing of Partially Invoiced Ads
- Handling Under-Deliveries

Online Ad Revisions – Discovery



Streamlining the essential Order and Ad optimisation process

CATEGORY **FUTURE PROOFING:**
Yield Growth
Increased Campaign Value

Greater
operational
efficiency



Better
Customer
Service



Improved
Cashflow



FEATURES

- Beyond CPM Bookings
- More Billing Profiles and Options
 - Actuals, Actuals, Actuals!
- Flexible Campaign Change
- Adserver Changes and the Source of Truth

Simplified Booking Form



Helping users book online ads faster and more intuitively

CATEGORY **FUTURE PROOFING:**
Yield Growth
Increased Campaign Value

Faster
campaign
booking



More
flexible media
planning



Increased
operational
efficiency



FEATURES

- Reduce clutter – the 'wall of fields'
 - Progressional booking
 - Intuitive user experience

Digital Yield Management – Discovery



Increasing digital ad returns via advanced yield management capabilities

CATEGORY **FUTURE PROOFING:**
Yield Growth – Maximise
Inventory Potential



FEATURES

- Demand driven optimisation
 - Data driven insights
 - Adaptive user experience
- Targeted performance strategy

Channel Extension – Events Ad Pattern



Unlocking Seamless Events Management: Elevate Collaboration, Expand Markets, and Boost Sales with Adpoint

CATEGORY

**FUTURE PROOFING:
Diversified Growth**

Market
Expansion
and Business
Enhancement



Solving Pain
Points for
Seamless Event
Management



Increased
sales potential
and cost
reduction



FEATURES

- Customisable Event Types
- Streamlined Event Booking
 - Flexible Booking Forms
- Scheduled invoicing with deposit and balance payments
- Full integration of Adpoint functionalities for invoicing, reporting, etc.

LinkedIn Integration



Extending dynamic social media campaign management capabilities via bi-directional integration to LinkedIn

CATEGORY
**FUTURE PROOFING:
Diversified Growth**

Optimise social
media audience
extension



Increased yield
through better
campaign
management



Reduced sales
admin and
booking admin



FEATURES

- Seamless bi-directional integration
- Simplify process, reduce re-keying
 - Unified data source
- Organisational benefits

Projects – Integration



Enabling dynamic project management within Adpoint via integrations to third-party project solutions

CATEGORY

**FUTURE PROOFING:
Diversified Growth**

Increased
cross-team
collaboration



Improved
customer
service



Support
high-growth
non-ad sales



FEATURES

- Streamlining task-driven collaboration
 - Administrative simplification
 - Complete campaign visibility