



# ADPOINT: 2023 INNOVATION SHOWCASE



Daryl Kern  
Global Head of Presales  
Lineup



**Enabling revenue growth  
and diversification**

**Workplace transformation**

**Improving sales performance and  
organisational efficiencies**



# Adswizz Audio Platform

- Centralised & programmatic planning
- Yield optimisation
- Increase revenue

*"13% increase in digital-only products..."*

*Podcast ad growth is credited for growing digital ad revenue at the New York Times.*





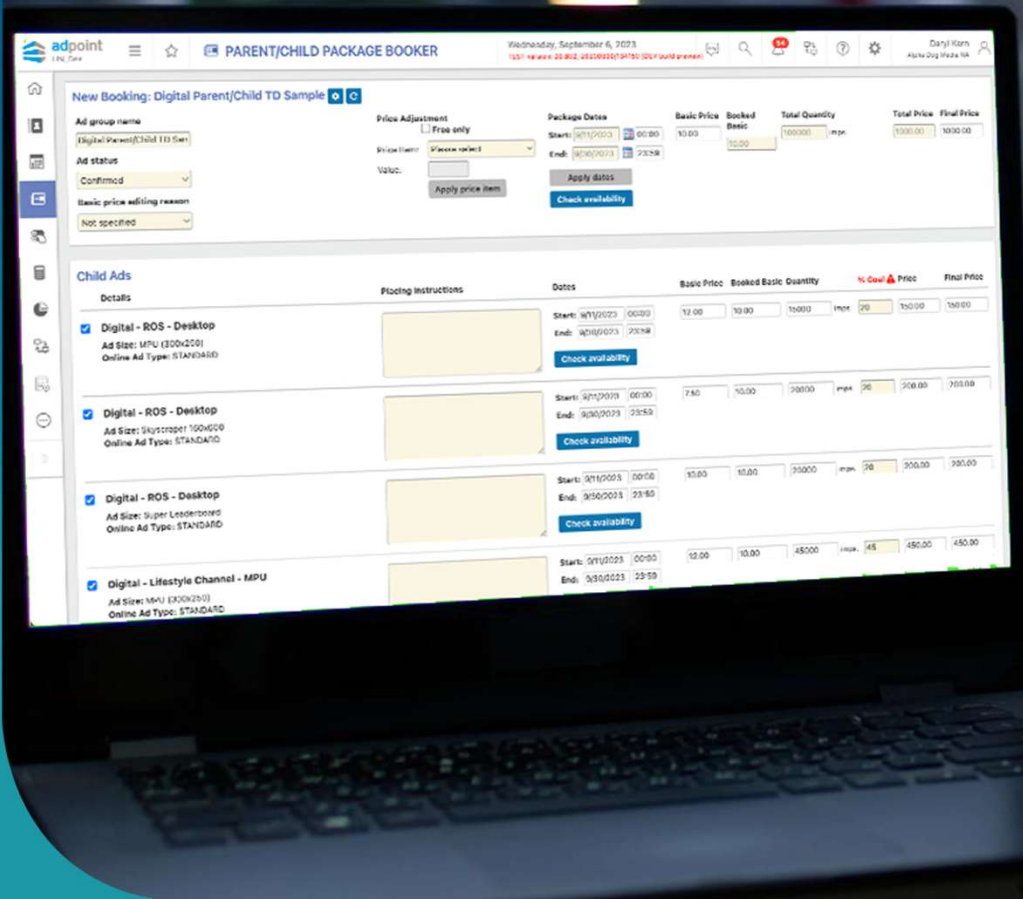
# Campaign Planner

- Faster campaign setup
- Improves revision efficiency and accuracy
- Flexibility in budget calculations



# Parent-Child Booking

- Optimised monetization
- Inventory control
- Flexibility for adjustments



adpoint  
LIN\_Rel

HOME

Tuesday, September 5, 2023  
Version: 20.700, 20230814/152104

Quote planner: Summer Campaign Booked Primary quote

Opportunity Summer Campaign Opportunity stage New Quoted amount 101,000.00 GBP  
Customer Aomizu Test Estimated amount 100,000.00 GBP Order 90277 Edit quote Back to opportunity

Simple quote item Detailed quote item

Media channel Print  
Ad pattern Display ad

Edition Newspaper Local 1  
Section Group = ALL =  
Ad size NP | Full Page

Section NP | ROP  
Specification NP | ROP

Issue 07-09-2023  
Color 4 Colour  
Placing instructions


Basic Price 7 price per col. mm \*  
Gross price 15,624.00  
Net price 15,624.00 Set ad price  
Price items (Applied items: 0)  
Pricing rules (Applied items: 0)

Save

#	Type	Media channel	Ad pattern	Media	Placement	Starts on	Ad size
1	S	Digital	Online ad	Digital Network A	DNA   Sports - Leaderboard	8/1/2023	Mix Format (Leaderboard & Halfpage)
2	S	Digital	Online ad	Digital Network A	DNA   Sports - Leaderboard 30 days	9/1/2023	728x90   Leaderboard
3	S	Digital	Online ad	Test Network	Banner - mobile	7/18/2023	120x90   Button

# Opportunities Enhanced

- Improved forecasting
- Increased planning efficiency
- Faster order conversion



More than half of organisations expect over 50% of their workforce to be hybrid

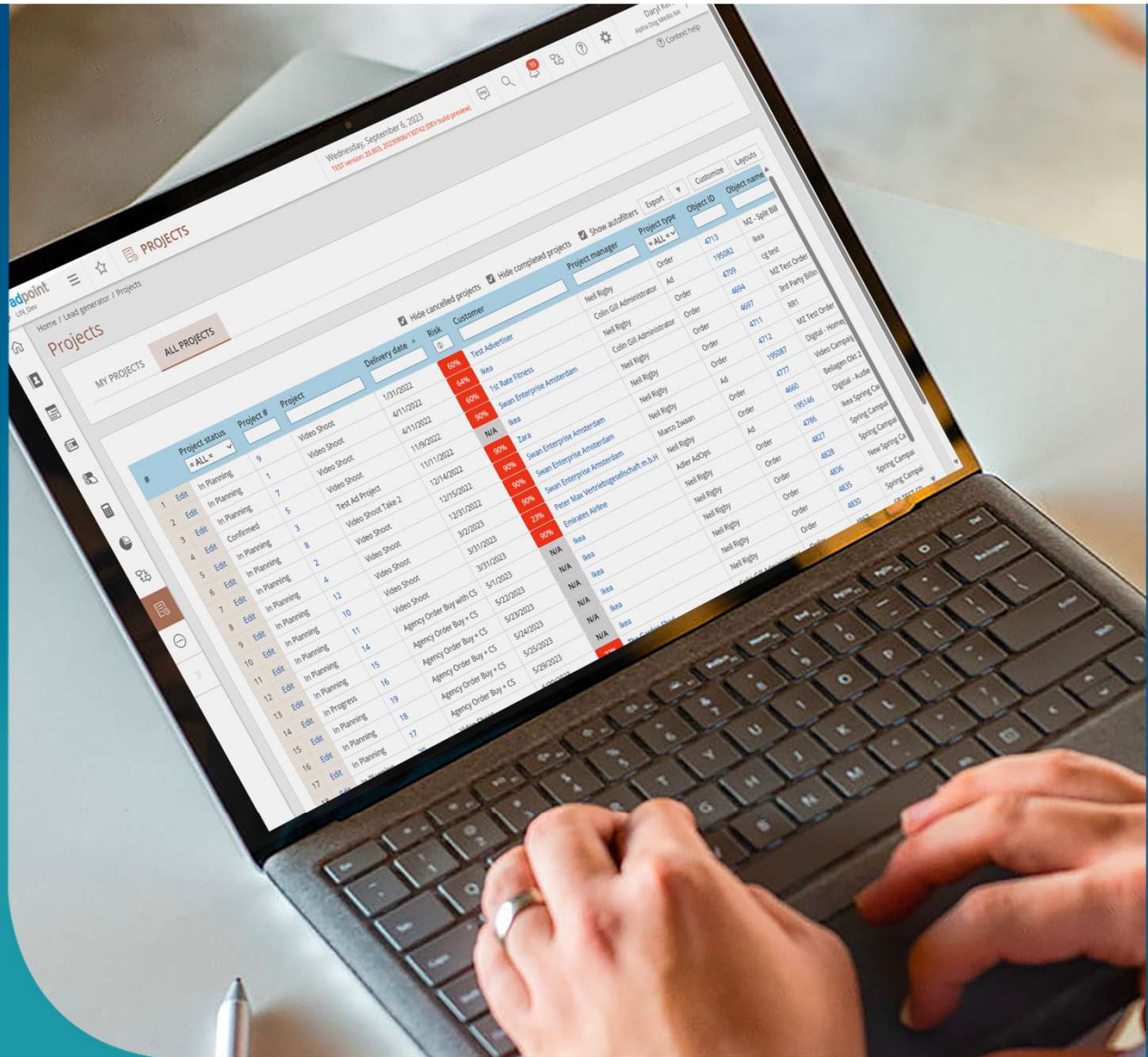
Collaboration across teams leads to faster deal closure

# Mypoint

- Better communication and collaboration
- Real-time sharing of data
- Higher quality proposals and more deals closed







# Projects

- Streamlines workflows
- Automation reduces admin
- Better task focus







Demo





**FIND OUT  
MORE?**







# CHARTING THE COURSE: THE LINEUP PRODUCT ROADMAP, VISION, AND STRATEGY



Dawn Briddon  
Director of Product  
Lineup





## ENABLING REVENUE GROWTH



### SALES TRANSFORMATIONS

A circular graphic divided into two halves. The left half shows a man with a beard and curly hair, smiling and looking towards the right. The right half shows a woman with dark curly hair, looking down at a device in her hands. A semi-transparent dark blue horizontal bar is overlaid across the middle of the circle.

REDUCE SALES  
ADMIN

NEW CUSTOMER  
EXPERIENCES

### PRODUCT TRANSFORMATIONS

A circular graphic divided into two halves. The left half shows a close-up of hands typing on a laptop keyboard. The right half shows a colorful bar chart with bars of increasing height from left to right, transitioning from dark blue to red. A semi-transparent dark blue horizontal bar is overlaid across the middle of the circle.

NEW  
PRODUCTS

INCREASED  
YIELDS

ENABLING REVENUE GROWTH



AI



HELPING YOU  
FUTURE-PROOF YOUR BUSINESS



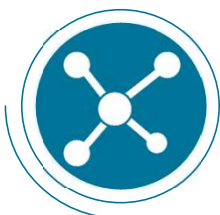


# 1. FUTURE PROOFING: SALES GROWTH



## Less admin, more selling

- CRM e-mail plugin
- Adpoint mobile app
- Quick mail generator
- Speech to task module



## Grow your opportunity pool

- Intelligent lead nurturing
- Marketing automation for better selling



## Fast-track opportunities

- Extended opportunity management
- Media planning recommendation tools



**VSO** The three circles at the top are the key value propositions that you need to bring to life; and the list at the bottom are the programme we are delivering to support those value props

Vincent Sorel, 2023-09-15T15:58:04.975

## 2. FUTURE PROOFING: CUSTOMER EXPERIENCE



Lower sales &  
Customer management costs

**NEXT GENERATION  
CUSTOMER  
MANAGEMENT HUB**



Happier customers

**SELF-SERVICE BOOKING  
MODULES**

**ASSISTED SERVICE  
MODULES**



Attract and convert  
new business

**POST SCALE CUSTOMER  
MANAGEMENT**





**VSO** Add relevant icons

Vincent Sorel, 2023-09-15T16:10:44.361

### 3. FUTURE PROOFING: DIVERSIFIED GROWTH



Accelerate Digital Growth



Maximise Revenue Potential



Boost Audience Monetisation



Meta

adswizz

Digital Audio



LinkedIn

Digital Marketing Services

Broadcast

Events

Adaptive ad bookings



Audience monetization for media

Multi-channel revenue  
management

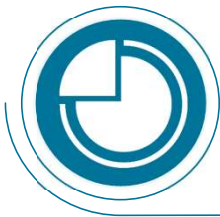
Paywall



## 4. FUTURE PROOFING: YIELD OPTIMIZATION



**Realize Ad Inventory Potential**



**Better campaign results**



**Increase Campaign Value**

Performance-led Digital bookings

In-app Digital Yield Management  
(Discovery)

Data-led product recommendation  
(Discovery)

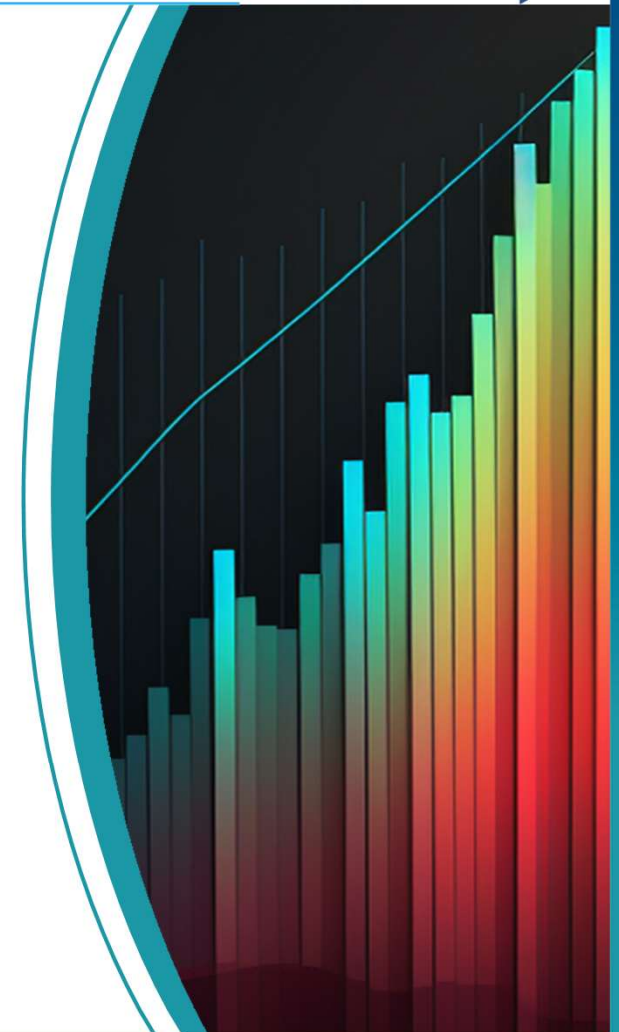
New advanced media planning

Enhanced campaign planning

Simplified Booking Processes

Improved digital invoicing  
(Discovery)

Online ad revisions enhancements  
(Discovery)





# DRIVING USER SATISFACTION



## On-going investment programme across

CRM – Analytics – OMS – Finance – Integrations

Performance – Self-Service

lead gen/contact manager - offset dates  
adpoint for salesforce - improved agent logging  
performance monitoring  
homepage search y contact email address  
digital invoice correction tool improvements  
form customisation for lead gen/contact manager  
adpoint for salesforce - improved sync behaviour  
enhanced 'new activity' creation form  
credit payments for order payments  
new filters for opp enhanced, campaigns, events, attributes, etc  
lead gen/contact manager - combined sales mode  
create brand form directly  
opp enhanced - quick order  
hubspot integration  
360 widget enhancements  
read-only database for large report handling  
add opp. campaign to sales board filter  
adpoint workflow upgrade  
customisable reports  
locked revenue recognition changes

## FIND OUT MORE – TODAY’S DEEPER DIVE SESSIONS



**Enabling Reach and Revenue:**  
The Lineup & Chartbeat Synergy

**Amplio Update:**  
Audience Engagement to  
Drive Reader Revenue

**Innovating With AI:**  
Lineup's Roadmap

12:15

13:00

14:00

14:30

15:00

11:15

12:00

**CRM & Analytics Forum**

**OMS & Analytics Forum**

**Lunchtime: Drop-In For Product Q&A**

**Lunchtime & Breaks: Demo Pods**