



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



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## ENABLING REVENUE GROWTH



### SALES TRANSFORMATIONS

REDUCE SALES  
ADMIN

NEW CUSTOMER  
EXPERIENCES

### PRODUCT TRANSFORMATIONS

NEW  
PRODUCTS

INCREASED  
YIELDS

ENABLING REVENUE GROWTH



AI





HELPING YOU  
FUTURE-PROOF YOUR BUSINESS

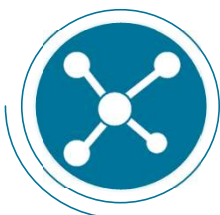


# 1. FUTURE PROOFING: SALES GROWTH



## 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



## 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**





### 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

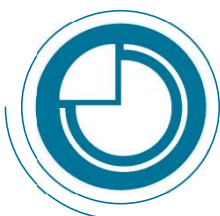
Paywall



## 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)

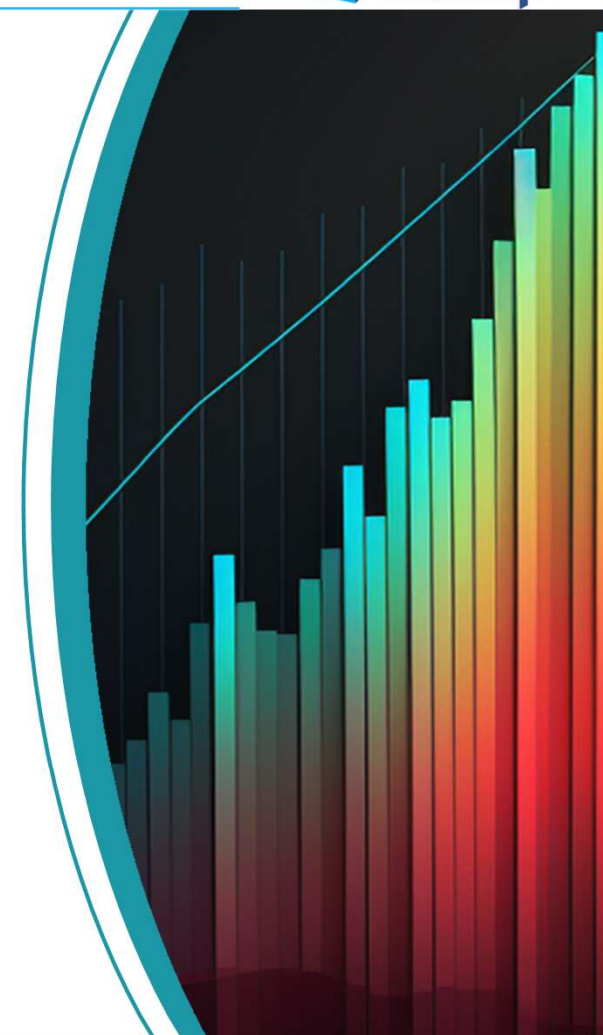
New advanced media planning

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**