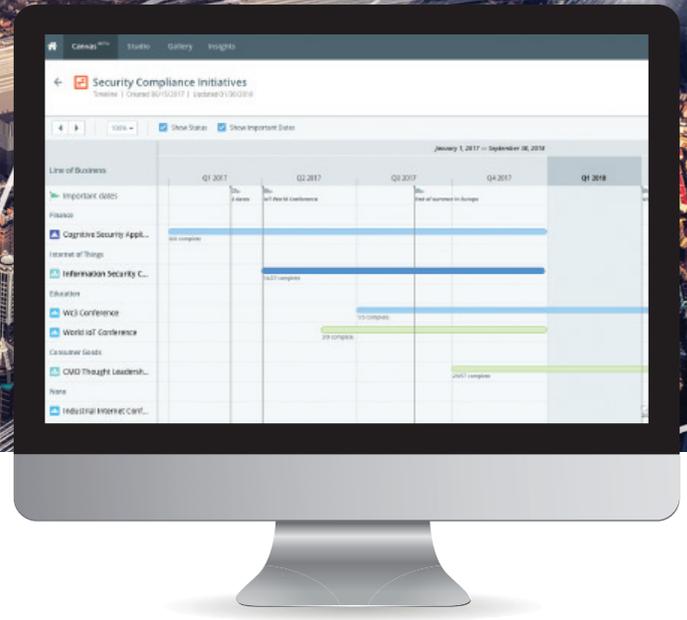


The Upland Kapost Platform

Platform Overview



Upland's Kapost application for content operations for sales & marketing unites revenue teams to speak in one voice across each customer journey.

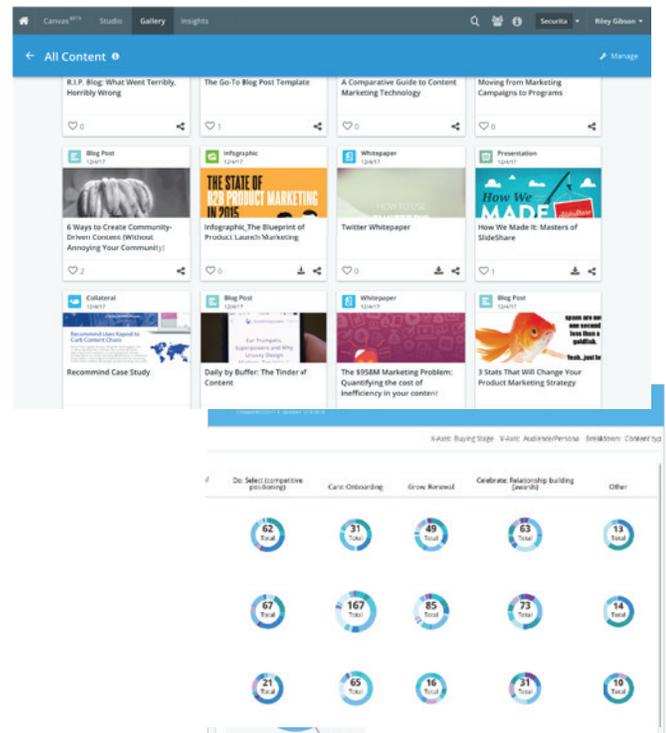
Why? Because your prospects and customers are depending on you to provide a personalized experience that meets them exactly where they are in understanding, evaluating, and purchasing your product or service.

That's no easy task for modern marketers who must navigate long and complex buying cycles, reach audiences through ever-evolving digital channels in addition to offline channels, understand an increasingly complex technology landscape, provide data-driven insights to leadership, and collaborate across numerous global teams—all while remaining on-message and on-brand.

Kapost is the solution to marketing complexity. From sharpening content strategy to establishing intelligent workflows, to measuring the impact of the content you create, Kapost is designed to help marketers truly master the customer journey. Building a content operation with Kapost complements marketing automation and CRM platforms while guiding the optimization of people, processes, and technology to strategically plan, produce, distribute, and analyze content.

What is a Content Operation?

The orchestration of all revenue team activity—breaking down silos, ensuring all content contributes to strategy, and managing content complexity across teams and channels—so that businesses can create a cohesive, personalized journey



Platform Overview

Align your entire content operations team within a single platform.

Canvas

Who Works Here: content strategists and planners

What They Do:

- + Build strategic plans that provide organization-wide visibility into initiatives and timelines
- + Create content plans that impact each persona at every buying stage
- + Align marketing initiatives to key business objectives
- + Ensure stakeholders have full visibility into content planning and progress of marketing initiatives
- + Monitor timelines and launch dates across your organization to reach customers at the greatest opportunity for impact
- + Allocate resources to support marketing initiatives occurring across your organization
- + Eliminate the spreadsheets, slide decks, and disparate tools that don't support marketers across the entire content operation

Gallery

Who Works Here: sales enablement and content distributors

What They Do:

- + Curate content collections for customer-facing teams to search, favorite, and share
- + Enable customer-facing teams with customized collections of relevant content through a visual and easy-to-use interface
- + Simplify access to content with robust search and filtering
- + Arm customer-facing teams with personalized content recommendations from within their CRM
- + Save most-utilized content for easy access and quickly identifying popular or trending content
- + Maintain content governance with customized user permissions and structured content sharing

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.



For more information please visit:
uplandsoftware.com/kapost

Studio

Who Works Here: campaign managers and content creators

What They Do:

- + Build strategic plans that provide organization-wide visibility into initiatives and timelines
- + Use smart tagging to ensure alignment with business objectives
- + Group content within a single initiative to efficiently organize complex marketing activities
- + Utilize intelligent workflow templates to guide completion of tactical tasks and high-level approvals
- + Manage relevant files, links, and notes to establish a well-documented and transparent content creation process
- + Leverage user- and content-specific communication to reduce excessive emails and meetings
- + Generate and document new content ideas across teams to keep a pulse on evolving business and customer needs

Insights

Who Works Here: MarTech managers and admins, campaign managers, content strategists

What They Do:

- + Measure the impact of content investment and the value of the content operation as a whole
- + Analyze content inventory to identify personas or buying stages not met with valuable content
- + Identify most effective content and reduce production waste
- + Attribute funnel conversions and revenue to individual content assets and key initiatives
- + Provide data visibility with customizable reports designed for sharing with key stakeholders
- + Understand which assets are leveraged most by customer-facing teams