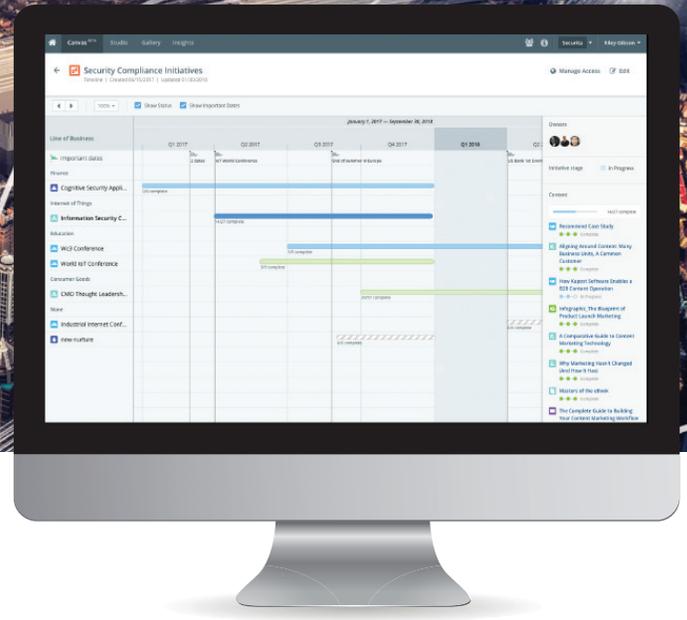


UPLAND KAPOST PLATFORM Canvas

Platform Overview



Build a powerful content strategy and provide visibility into marketing initiatives across your organization

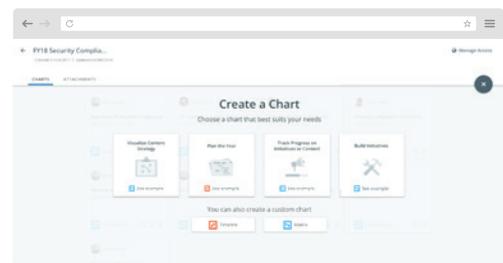
An effective content operation includes a clear understanding of how and when to meet customers with valuable content. With Canvas, marketers can identify content needs based on customer personas, buying stages, and other critical considerations for an impactful customer journey. Content strategy comes to life when key stakeholders use Canvas to view marketing initiatives, timelines, and resource allocation for real-time insights into the content operation. The result is greater visibility across teams and roles and a stronger understanding of how the marketing activities across your organization align to key business objectives.

What You'll Achieve with Canvas

With unparalleled visibility into content strategy, you can focus on customer-centric content that supports your business objectives.

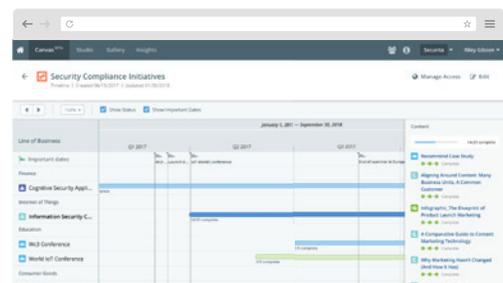
Build a Customer-Centric Content Strategy

Create your strategic plans around business objectives, customer personas, and buying stages to meet customers with valuable content at every step of their journey.



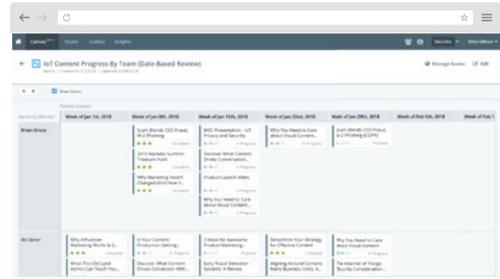
Reach Your Customers with the Right Content at the Right Time

Monitor campaign timelines and launch dates across your organization by week, month, or quarter to ensure your messages reach customers at the greatest opportunity for impact.



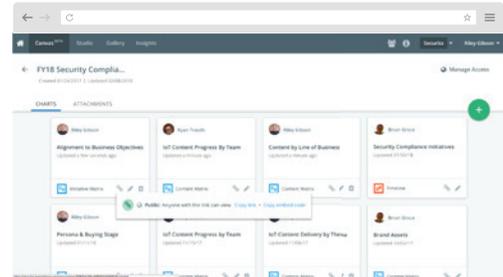
Provide Real-Time Insights into the Content Operation

Understand how resources are allocated to support marketing initiatives across your organization and evaluate how to accommodate evolving needs and requests.



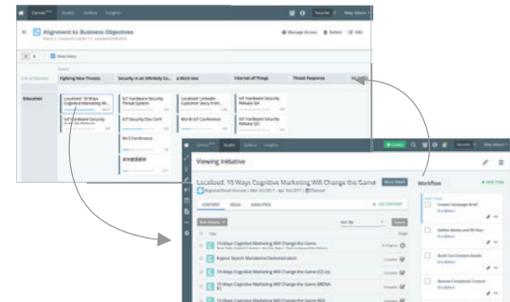
Focus on Alignment of Marketing Initiatives with Key Business Objectives

Provide stakeholders with shareable views and clear visualizations that demonstrate marketing alignment to business goals, and allow individual teams to understand how their contributions add value across the content operation.



Eliminate Disconnected Tools That Result in Wasted Time and Poor Visibility

Avoid spreadsheets and slide decks that consume valuable person-hours, lead to inefficient status meetings, and do not support marketers across the entire content operation.



Take control of your content operation with a single platform

From broad strategy to detailed execution, Kapost's suite of tools brings complete visibility to content creation and performance at enterprise scale.

CANVAS
Build a powerful content strategy to engage customers at every step of their journey and provide visibility into marketing activities across your organization

STUDIO
Manage marketing initiatives from content creation to distribution with effective collaboration across enterprise teams

GALLERY
Enable customer-facing teams with customized collections of relevant content through a visual and easy-to-use interface

INSIGHTS
Measure internal and external content performance to understand the value of your content operation

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.