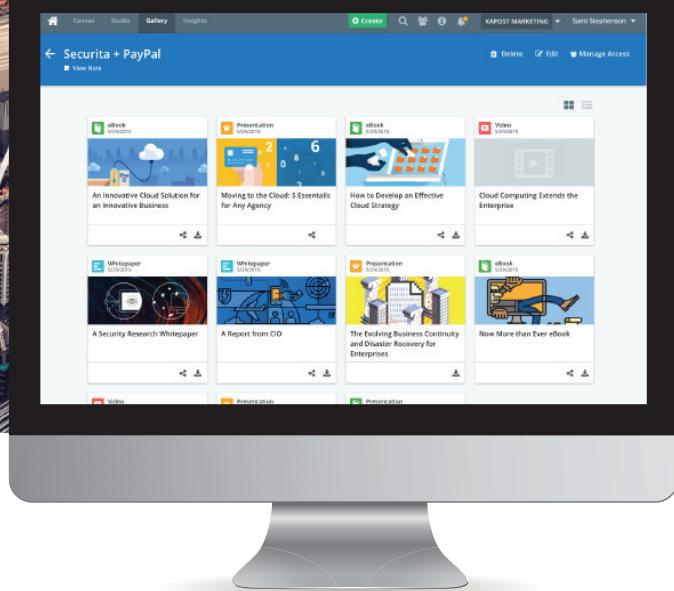


UPLAND KAPOST PLATFORM Gallery

Platform Overview



Enable customer-facing teams with customized collections of relevant content

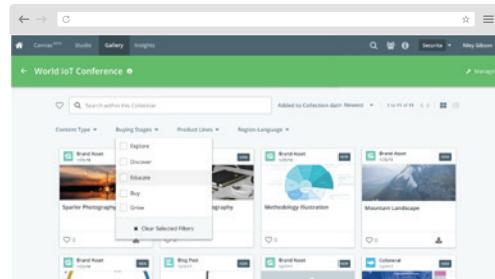
B2B marketers are responsible for content production across teams, channels, initiatives, product lines, and regions. For all of this investment, how do you ensure the right content reaches the right customer at the right time? The Kapost platform combines digital distribution capabilities with an asset management tool to organize content for customer-facing teams in meaningful ways. Through Gallery, sales and field marketing teams can easily find the content they need to influence customer interactions. Gallery also integrates with Salesforce to recommend relevant content within the CRM platform. Gallery assets are tracked via Insights to provide a clear picture of internal content usage and external content consumption.

What You'll Achieve with Gallery

Avoid content waste and create a single source of content truth with a visual, simple-to-use interface.

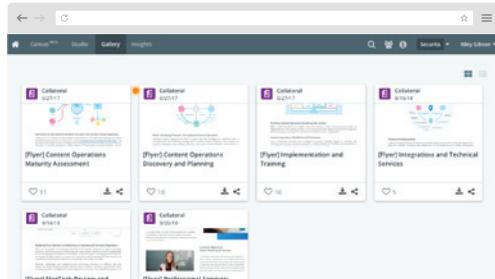
Make Your Content Easy to Find

Leverage a simple user interface, global search, curated collections, and pinned or trending content to make assets easily accessible for customer-facing teams.



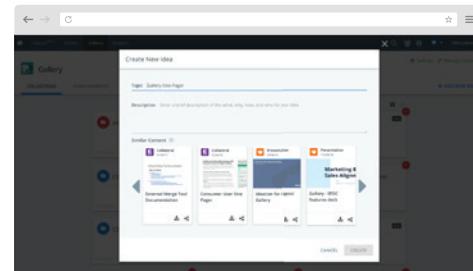
Bundle Content for Your Customers

Personalize content in an easy-to-navigate microsite for your prospects and customers. Content Bundles allow you to provide access to numerous assets from a single link, creating a customized experience.



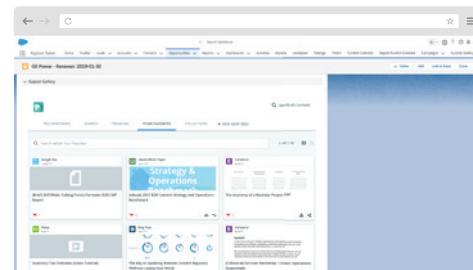
Generate Ideas from Teams Who Are Close to the Market

Document ideas from sales and field marketing teams who capture customer insights and recognize new opportunities for content.



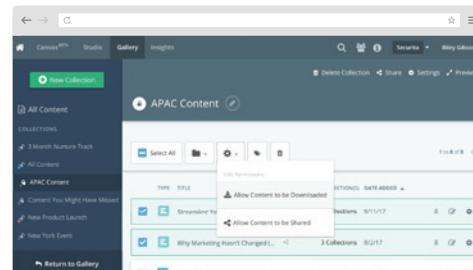
Embed Content Recommendations in Salesforce

Create seamless access to content with an embeddable iframe and Kapost's native Salesforce app to provide sales teams with the right content right where they need it.



Maintain Content Governance and Customize Access

Ensure customer-facing teams are armed with the most updated and relevant content to keep sales and marketing aligned, on-message, and on-brand. Control content shares and downloads with restriction settings and custom user permissions for structured management of sensitive content.



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

GALLERY

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

STUDIO

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

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.



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