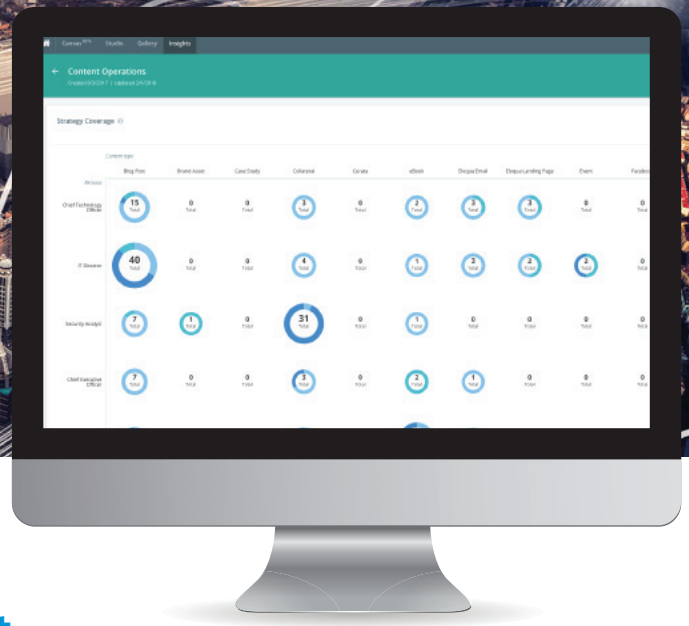


UPLAND KAPOST PLATFORM Insights

Platform Overview



Measure content performance and understand the value of your content operation

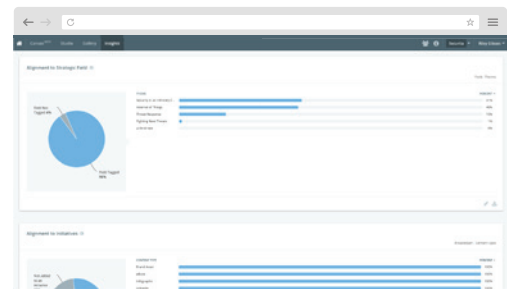
How is your content supporting business objectives and guiding prospects and customers through the buying journey? Modern B2B marketers increasingly rely on data to benchmark performance and inform opportunities to improve and refine content. Insights is built to offer real-time metrics via configurable boards that content creators and executives alike can use to assess the health of the content operation. Rather than focusing on isolated vanity metrics that do not support business objectives, Insights leverages data from across the Kapost platform to help marketers understand the value of a complex, B2B content operation.

What You'll Achieve with Insights

Analyze performance to understand your content operation and improve future strategy—driving organizational change and delivering the right content to the right customer at the right time.

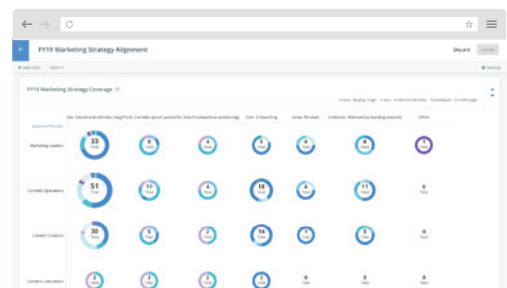
Identify Misalignment to Business Objectives

Utilize initiative alignment scores to identify ad hoc and off-message content that is not supporting a greater business goal.



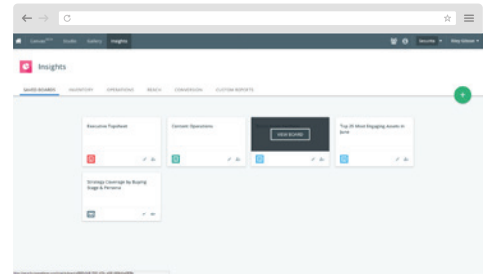
Identify Hidden Content Gaps

Analyze the coverage of your entire content inventory relative to key attributes of your content strategy to discover areas where prospects and customers are not met with valuable content.



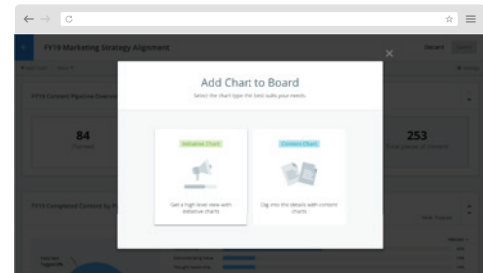
Communicate with Data

Configure and save customizable boards with real-time charts to provide stakeholders with key insights across the content operation.



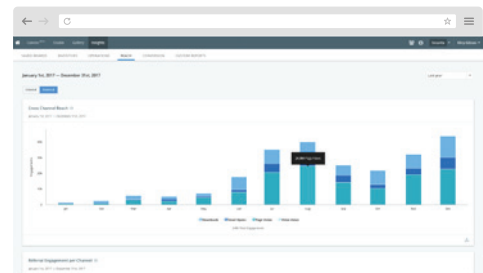
Reduce Waste in the Content Operation

Track campaign status, content creation, and task completion to identify bottlenecks, improve processes, and intelligently add resources where they are most needed.



Understand How and Where Content is Consumed

Capture data on reach, engagement metrics including shares and downloads, and internal metrics including tagging score that reflect the overall health of your content operation.



Turn Disparate Data into Valuable Insights

An effective content operation uses resources intelligently to drive business outcomes. Kapost's seamless integration of four tools across one platform provides visibility into the content lifecycle to help marketers answer tough questions about production time, investment in content, and resource allocation.



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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