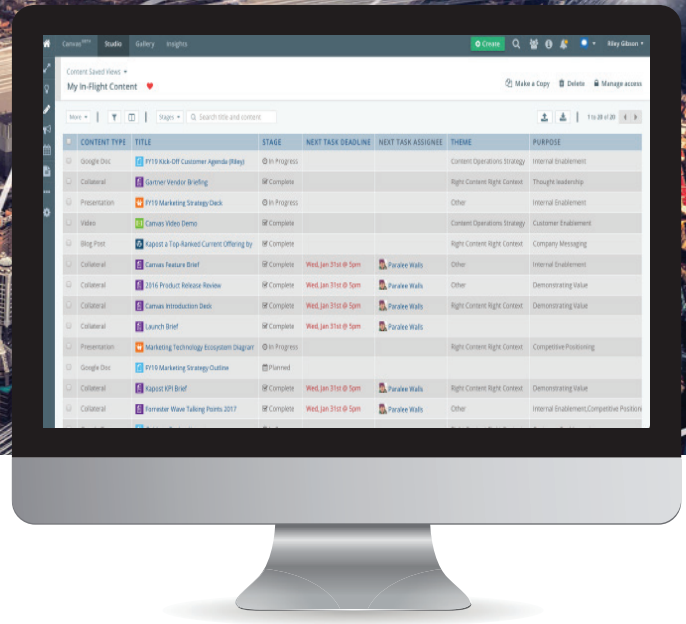


# UPLAND KAPOST PLATFORM Studio

Platform Overview



## Manage marketing initiatives and collaborate effectively from content creation to distribution

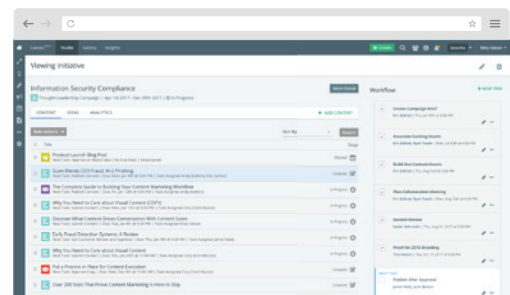
How do marketers leverage an ever-increasing number of digital channels while ensuring a consistent and integrated message that connects with the right audience? Studio is designed for collaborative production of content and efficient distribution across channels to achieve cohesive messaging at enterprise scale. Customizable workflows, content templates, dynamic deadlines, and simple communication tools all allow marketers to work in sync across teams and roles. When effective collaboration combines with intelligent repurposing of content across teams, channels, product lines, and regions, the content operation surges toward creating a unique and impactful customer journey.

## What You'll Achieve with Studio

From fewer emails to shorter meetings, discover the tools your organization needs to run efficient and effective marketing campaigns, start to finish.

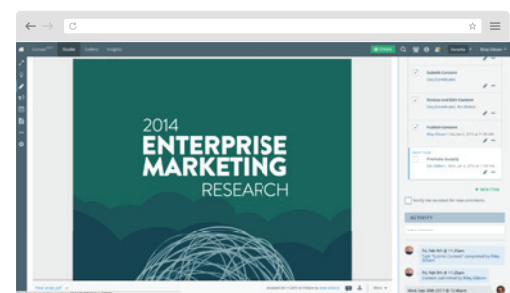
## Focus on Content That Supports Key Initiatives

Organize a multitude of content around a single key initiative for logical and methodical planning of complex marketing activities.



## Create Content with a Collaborative and Transparent Process

Utilize intelligent workflow templates to guide completion of tactical tasks and high-level approvals. Manage relevant files, links, and notes for well-documented content production.



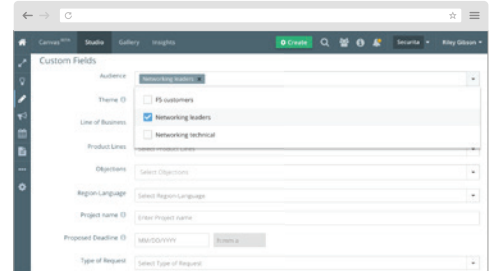
## Manage and Publish Content from a Single Platform

Integrate with content distribution tools including marketing automation, web content managers, and social channels to efficiently share a consistent message with your audience.



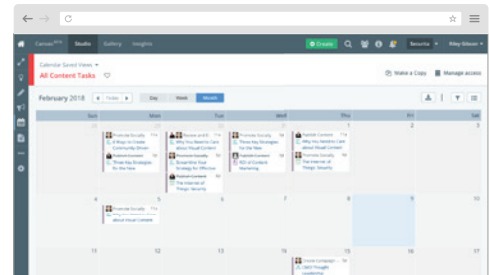
## Leverage Taxonomy with Logical and Intuitive Tagging

Manage tags for marketing initiatives and individual content to ensure alignment with key business objectives.



## Gain Visibility into the Production Process

View progress on initiatives, timing of specific tasks, and planned marketing activities with customizable views of workflow and timelines.



## Plan, Produce, Distribute, and Analyze with a Single Platform

DAM, PMP, CMP, and CMS tools each offer specialized functionality but do not support marketers across the entire content operation. Studio is the core of a robust platform offering the visibility, comprehensive reporting, and end-to-end structure that a modern content operation demands.



### 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](http://uplandsoftware.com).



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