

Know, Grow, Engage, and Monetize Your Audience

“PostUp gets publishing. They’ve saved us tons of time, from curation of newsletters to our ability to run reporting and do analysis with the click of a button.”

– Executive, Apartment
Therapy Media

Upland PostUp enables email and audience development solutions that deliver positive business outcomes for publishing & media organizations, maximizing audience value through first-party data.

Know Your Audience

Get more actionable first-party data—no user registration or additional technology vendors required. PostUp interoperates with Google Analytics to collect first-party data and tie it to a user’s email address, allowing you to reconcile user identity across devices.

Grow Your Audience

PostUp blends email capture technology and strategic services to grow your direct audience without harming their on-site experience. PostUp’s customizable capture widgets maximize list growth without impacting your KPIs or requiring complicated onsite tech.

Engage Your Audience

Build engaging email programs at scale. Seamlessly integrated with top publisher technology, PostUp’s email automation solutions balance efficiency with editorial control. Send targeted newsletters and lifecycle marketing messaging. Get the data you need at a glance with Tableau-powered reporting.

Monetize Your Audience

PostUp turns first-party data into actionable audience segments to maximize advertising and subscription revenue. Target users with promotional mail and marketing messaging. Generate in-email and onsite ad revenue. Drive subscription revenue with our dynamic content wall.

A Complete Platform for Building Audience Relationships

Email is a direct link to your audience, allowing you to engage and nurture audiences directly with your content. Built specifically for the needs of publishers, PostUp provides solutions for scaling your email program and engaging your audience more efficiently.

Key Features

Email Capture

PostUp's active email capture widgets maximize email list growth on mobile and desktop. A flexible rules engine allows you to tailor widgets to user content consumption and other behavioral data.

Flexible Automation

PostUp integrates with your CMS to populate newsletter content automatically, allowing you to curate newsletters without leaving your CMS. The customizable editorial workflow adapts to fit your business and give you as much manual control as you choose.

Powerful Reporting

Baked-in Tableau enables powerful reporting out-of-the-box and the easy creation of custom reports, ensuring you always have the data you need.

CDP Functionality

PostUp collects and centralizes first-party data for use onsite, in email, and across ad networks, solving for all CDP use cases without the need for additional technology.

Multichannel Engagement

Coordinate your engagement efforts across channels. In addition to email, PostUp provides tools for reaching and targeting your audience via SMS, mobile push, browser push, and onsite messaging.

**For more information on Upland PostUp,
visit uplandsoftware.com/postup.**

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 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.

Driving real change
for companies like

