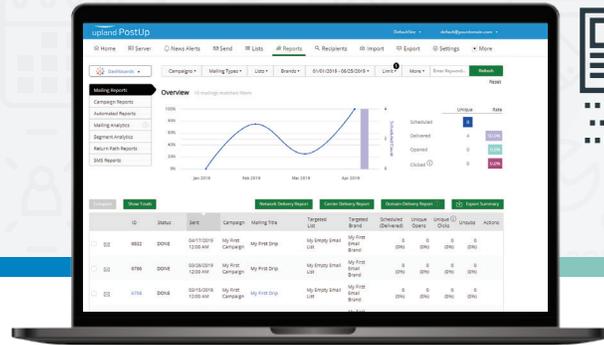


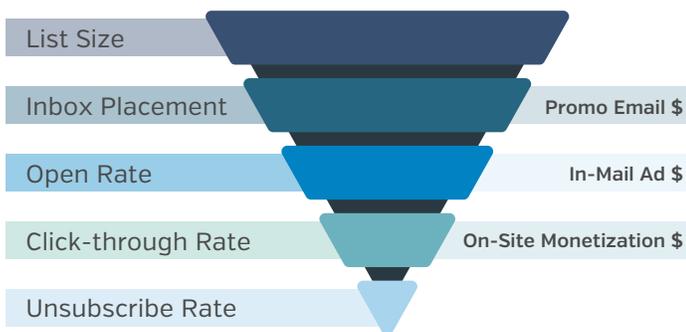
Drive More Email Revenue



Featured in this document:

- 2 RevenueStripe
- 3 Promotional Emails with ActiveMail
- 4 Inventory Management
- 5 AdStation

Let's go back to the basics of monetization.



Introduction

You send engaging emails. You understand how important it is to drive email list growth. You devote more time to your email program now than ever before! So what's stopping you from driving revenue from your email program? Or if you are, could you be pulling in more?

- 1. Promotional Emails:** Rent your list 2x per month (if you're a daily sender,) and get paid by the advertiser for each email delivered.
- 2. In-Mail Advertisements:** Use traditional banner ads or content ads and grow your revenue by the email open, or ad view.
- 3. On-Site Monetization:** Use email to drive traffic back to your website to profit from the ads there as well.

By focusing on these three proven channels, we take the guesswork out of email monetization. Read on to learn about the tools we provide to help you drive more revenue with email.

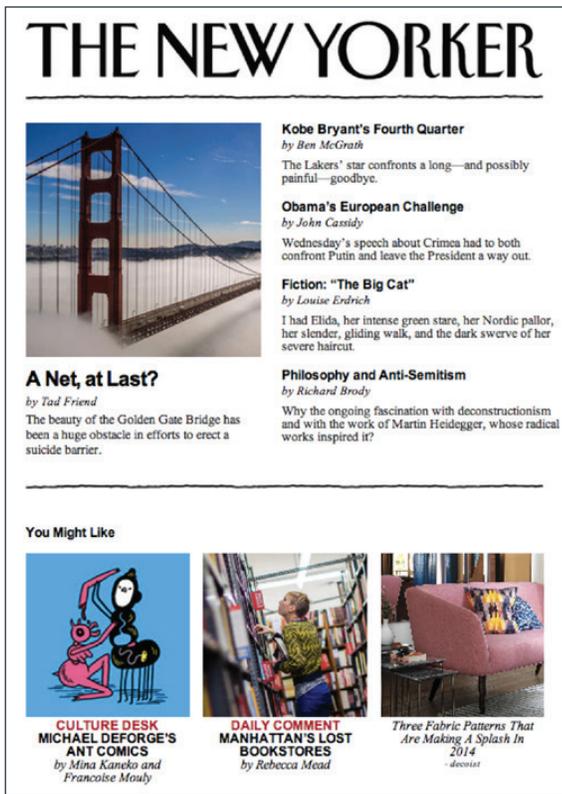
RevenueStripe

If you're sending emails that don't contain ads, you're choosing to leave money on the table. Maximize ROI on each mailing with a service that is simple to use, personalized, and best of all – profitable.

RevenueStripe provides you with a turnkey solution for putting ads in your emails. These Taboola-style dynamic ads are pulled from 15+ different content verticals and 175 categories and fit perfectly into your beautifully crafted email templates. RevenueStripe's sophisticated data algorithm automatically matches content to reader preferences, increasing your revenue and reader engagement.

And if you are already using Google's DoubleClick for Publishers (DFP) then no need to learn a new system. RevenueStripe is completely integrated with DFP allowing you to let RevenueStripe serve them in your emails while also backfilling with high CPM demand.

“Serve the best ads at the right time with RevenueStripe.”



With RevenueStripe, you can expect:

- + **Quick and painless signup.** Sign a straightforward one-page agreement with no long term commitment.
- + **Easy integration.** Get up and running in 10 minutes with a simple drop-in HTML tag for your email templates.
- + **Relevant, personalized content.** Serve highly targeted ads to your audience.
- + **Higher CTRs.** Tailored ads perform better than standard display ads in emails.

With RevenueStripe's content-matching algorithms, your readers receive the right ad at the right time, every time. If you're interested in making your email program profitable through ads, contact us today.

Promotional Emails W/ ActiveMail

If there was a way to provide your audience with deeply personalized content and make additional profit, wouldn't you want to know about it? By combining these two monetization strategies, you can do exactly that.

We recommend allowing advertisers to reach your list about two to four times a month if you're sending a daily newsletter. And with ActiveMail, you can make the most of those campaigns by delivering increased engagement for the advertiser, a better experience for your audience, and higher CPMs for you. It's a win-win-win for everyone.

ActiveMail has proven ROI through increased engagement. The animated, interactive, real-time content automatically updates each time the email is opened, and shows a 25-45% increase in CTR. This increase is because the emails stand out - there won't be another one like it in the user's inbox.

Features within email:

- + Auto-play Video
- + Countdown timers
- + Device detection
- + Geotargeting
- + Live tickers
- + Social feeds
- + Pop-ups
- + Weather
- + Auto-scrolling content
- + Forms
- + "Hot or Not" selection

“Enhance your promotional emails - and your CPMs - with ActiveMail.”

Inventory Management

Ensuring that your audience receives targeted, personal ads is crucial. Yet, that is only half of the battle. Neglecting to safeguard against delivering TOO many ads to your audience just may earn you an unsubscribe.

Upland PostUp's Inventory Management solution encourages you to set frequency caps for your recipients on promotional emails. Caps allow you to control the number of promotional emails sent to each segment of your audience, ensuring you don't overload them.

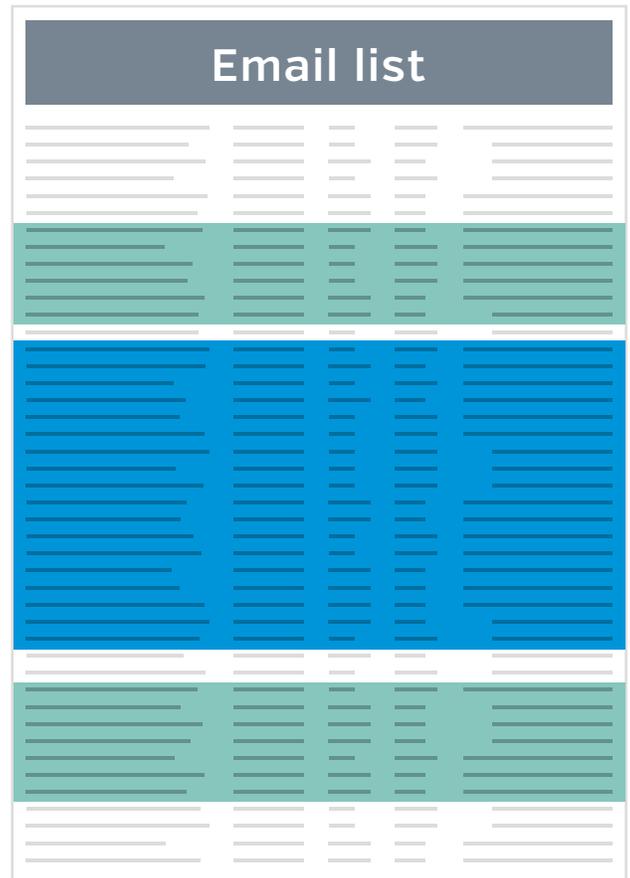
Our inventory solution allows you to bucket recipients into different segments, with demographic variables. Advertisers can then rent out specific segments of your list for highly-targeted offers. Frequency caps ensure that segment rentals never overlap; your overall audience will never receive more ads than you plan. How this works:

Advertiser A rents a segment of your list that reaches all males, ages 18 to 35, to send ads for a gym membership. Later that week,

Advertiser B rents the segment that makes at least \$100k per year, for ads about investing in a time share. Advertiser B will not be able to touch males, ages 18 to 35, with this advertisement. This is because Advertiser A has already rented that segment, and you have set a cap of one advertisement per week.

Using Upland PostUp's Inventory Management solution ensures that each recipient is receiving the most personally relevant content possible, on YOUR schedule, while you receive a larger partner revenue stream than ever before.

“Easily reserve your audience segments for advertisers with Inventory Management.”



Advertiser A

SEGMENT LIST:
Males 18-35 yo

PRODUCT:
Ads for Gym Memberships

Advertiser B

SEGMENT LIST:
Income > \$100k

PRODUCT:
Time Share Investments

AdStation

Promotional emails to your email list can be extremely profitable. But it can be challenging to source relevant, appropriate ads.

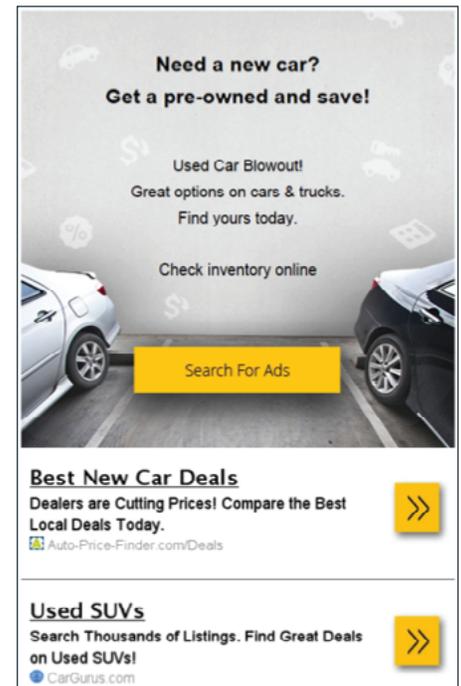
Not any more. Now you can backfill your available promotional email slots with highly targeted, relevant ads through Upland PostUp's partnership with AdStation. Here's how it works:

- + You decide when you want to send your promotional emails and to whom.
- + You request ads from AdStation for those slots.
- + AdStation selects an advertiser for each email address and passes back an ad.
- + You review the ads, approve or request another, and send.
- + You make additional ad revenue with very little work on your part.

AdStation has relationships with hundreds of advertisers, and because they are part of AdKnowledge, they have access to a huge database of consumer retargeting data. This allows them to select the most relevant ad for each individual recipient.

Don't leave incremental revenue on the table. Use AdStation through Upland PostUp and put your email program to work generating extra revenue - no ad sales team required.

“Easily backfill your promotional email calendar with AdStation.”



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.