

PostUp™

Your partner in what's next for publishing.

PostUp's email and audience development solutions deliver business outcomes for the world's leading publishing & media companies. Designed for the unique needs of digital publishers, the PostUp platform is backed by a team of experts who understand your business model and provide full-service support and strategy along the way.

ADWEEK

CHIVE
MEDIA
GROUP

HBO

iHeart
MEDIA

UNIVISION
COMMUNICATIONS INC

FAST COMPANY

Far from just another technology vendor, PostUp partners with publishers like you to help you **know, grow, engage, and monetize** your audience.

KNOW YOUR AUDIENCE

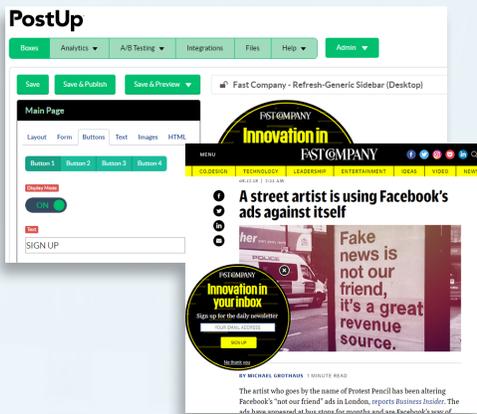
Get more actionable first-party data.

PostUp interoperates with Google Analytics to tie first-party data to their email address and reconcile identity across devices. That way, you can build a complete profile of your individual users for in-email and onsite targeting, without user registration or additional technology vendors.



GROW YOUR AUDIENCE

Full-service audience growth solutions.

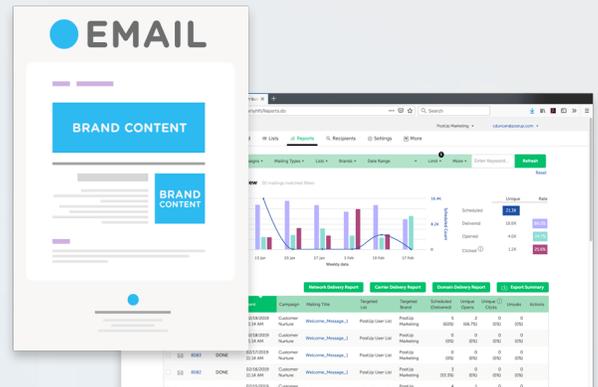


Build lasting relationships—no complicated onsite tech necessary. With just a bit of JavaScript, our endlessly-customizable email capture grows your direct audience without harming their user experience. We'll make sure of it: our audience development team will design and execute a custom solution that maximizes your list growth without impacting your KPIs.

ENGAGE YOUR AUDIENCE

An email platform built for publishers.

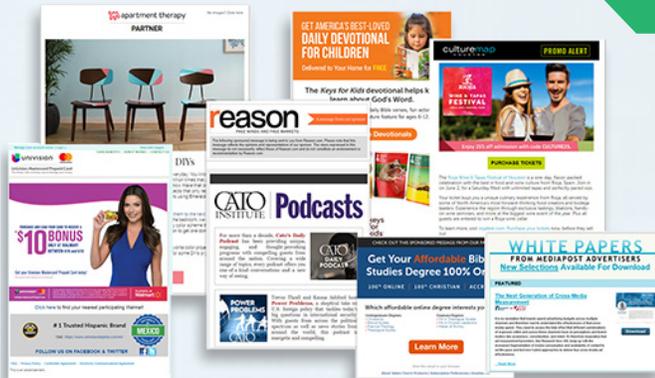
The PostUp platform is designed to build engaging email programs at scale. Seamlessly integrated with Wordpress, Drupal, Parse.ly, and other publisher technology, PostUp's flexible automation workflow balances efficiency with editorial control. Built-in deliverability and rendering tools ensure your email looks great in the inbox, while our Tableau-powered reporting engine gives you the data you need at a glance.



MONETIZE YOUR AUDIENCE

Drive more ad and subscription revenue.

Diversify your business model with our solutions for advertising and subscription revenue. Enrich your email audience with behavioral data for hyper-targeted promotional sends. Integrations with DFP, PowerInbox, and LiveIntent provide turnkey email ad revenue, while our dynamic content wall generates subscription revenue without sacrificing ad revenue.



"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."

—Apartment Therapy Media

Example Client Performance	Current Program	PostUp ESP
Monthly Unique Visitors	29M	29M
Active Email Subscribers	730K	969K
Sent emails: Increased 9.8M per month	29.9M / mo	40.2M / mo
Inboxed emails @ 8.7% -> 5% Spam Rate	27.3M / mo	38.2M / mo
Promo Email Revenue: 4 per month @ \$28 CPM	\$75k / mo	\$103k / Mo
Email Opens @ 12.8% -> 16.6% Open Rate	3.5M / mo	6.3M / mo

Get your free email ROI analysis: postup.com/ROIrequest

Contact PostUp to learn more.

877-250-2922 | info@postup.com | postup.com/publishing

