

# We get publishing.

With experience from 500+ publisher properties, PostUp knows the publishing business model. We've put that knowledge into building a publishing email & audience development solution that sets us apart from other ESPs.

## Powerful Technology

PostUp's enterprise platform is built for publisher scale, efficiency, and flexibility.

- **Platform Investment:** Geared exclusively toward publishers.
- **A Focus on Integrations:** A robust, flexible API and bi-directional data expertise power our third-party integrations with Parse.ly, Return Path, Tableau, and more.
- **Effortless Automation:** CMS integrations (WordPress, Drupal, or in-house) maximize publisher efficiency alongside editorial control.

## Revenue Focus

PostUp has proven solutions for growing, engaging, and monetizing your audience.

- **Full-service Audience Development technology & services:** Drive list growth and engagement with optimized email capture, progressive capture, and user registration.
- **Dynamic Content Wall:** Delivers turnkey subscriber revenue.
- **Audience Segmentation:** Segment your email database based on web behavior for more effective engagement and monetization with targeted advertising.

## Expert Service

PostUp is dedicated to publisher success.

- **Easy Onboarding:** White-glove ESP migration and implementation services baked-in.
- **Support:** Get direct access to a dedicated team and branded support portal; never be stuck in a call center queue.
- **No surprises:** PostUp does what it says it will do. No hidden fees.

PostUp: your partner in what's next for publishing.