

# BEST-IN-CLASS SOLUTIONS

SEAMLESS INTEGRATION • SINGLE-VENDOR FEEL



**Adestra**



**Specialized Fulfillment  
Services**

## ONECOUNT CDP

- Built for publishers and media
- Fully integrated with Adestra and SFS
- Consolidated, 360-degree customer view in unified data warehouse
- ID Graph, federated ID across all partners and systems
- Behavior tracking, convert unknown visitors to identified users with appended web-browsing history
- Full Google Ad Manager (GAM/DFP) integration layered with PII
- Lead gen, capture and full reporting
- Built-in Form, Landing Page and Pop-up Builder with A/B Testing
- Segmentation, Targeting Engine & Activation Suite with multi-tactic execution
- Built-in M/L capabilities
- ONEcount BI: Aggregated metrics reporting and dashboards across web, content, email, banners, social, events, etc.

## UPLAND ADESTRA

- Designed for publishers / media with 20 years' experience
- Seamless data integration with ONEcount
- AI-powered insights and content
- Effortlessly manage multiple brands / publications
- AI-powered optimization of email send times
- Deliver hyper-personalized email
- Code-free template design
- Automatically include news feeds / live content in your email
- Drag-and-drop journey automation builder
- Render testing powered by Litmus
- Unparalleled deliverability expertise

## SFS

- Flexible and responsive with innovative solutions that save time and money while providing superior customer care for paid and controlled titles
- Offer capabilities of a large fulfillment company with the "specialized" care of a boutique fulfillment partner



**97**  
YEARS  
COMBINED  
EXPERIENCE

**GET STARTED TODAY.**

**one-count.com • upland.com • sfsdayton.com**