

Delivering Intelligently Personalized Mobile and Web Experiences

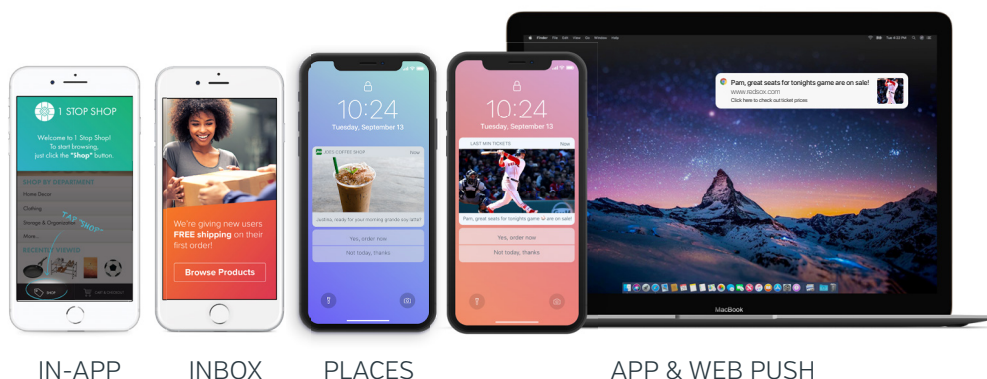
At Upland Localytics, we help you give your customers reasons to love you more with every experience. Our clients understand they need to use data and intelligence tools to create the personalized, compelling campaigns that boost brand loyalty, grow engagement, and drive results.

Go beyond personalization to delivering the next best action for your customers.

We help you understand your customers on a deeper level through rich, contextual data and actionable analytics. Then use those insights and combine them with our intelligence and personalization capabilities to create truly individualized experiences. Reach your customers where they are, whether it's through app or web push, in-app communications, or even location-based messaging, with Upland Localytics you can drive impactful, relevant customer engagement with your brand.

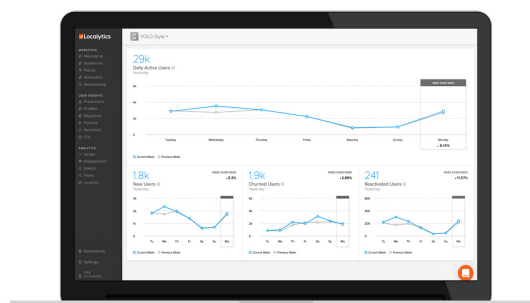
MESSAGING

The channels you need to reach users where it counts the most.



INTELLIGENCE

Get actionable insights hidden in your data, and enable deeper personalization with AI/ML.



ANALYTICS TRUE IMPACT MACHINE LEARNING

Better Data for Better Personalization

Your mobile data is easily piped into your DMP for a true omnichannel view.

INTEGRATIONS



APIs



Campaign



Push



Profiles



Audiences



Events



Places



Raw data

SUPPORT FOR



iOS



Android



Web



React Native



Xamarin



Cordova



Unity



Apple TV



Roku

Dedicated Assistance

A team of digital marketing experts to help you stay on track.

- + Digital Consultants provide the dedicated assistance that informs your strategy and helps you reach your goals
- + Managed Services for implementation and campaign execution
- + Optional 24/7 support

With Upland Localytics you'll be able to improve app user retention and increase the effectiveness of your mobile engagement by creating brand experiences that are tailored for each user. Book your mobile engagement review today!

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in enterprise work management software. Upland's four enterprise clouds enable thousands of organizations to engage with customers on key digital channels, optimize sales team performance, manage projects and IT costs, and automate critical document workflows. All of Upland's clouds are backed by a 100% customer success commitment and the UplandOne platform, which puts customers at the center of everything we do. To learn more, visit uplandsoftware.com.

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