



## Upland Software Acquires Adestra

**Leading provider of enterprise-grade email marketing, transaction and automation software will be added to Upland's Customer Experience Management (CXM) Solutions Suite to deliver a unique, end-to-end solution.**

Upland Software, a leader in cloud-based Enterprise Work Management software, acquired Adestra, a leading provider of enterprise-grade email marketing, transaction and automation software. Adestra's cloud-based platform brings email, marketing automation, customer data and analytics into a powerful and easy-to-use cloud solution that enables enterprises to personalize customer communications, and design and automate multi-faceted campaigns in an intuitive visual environment.

### Why did Upland Acquire Adestra?

Upland is committed to providing the most valuable cloud-based Enterprise Work Management solutions to customers worldwide. With the acquisition of Adestra, Upland's emerging CXM Solution Suite will now include multi-channel messaging and email, automated mobile conversations via SMS, MMS, and RCS, mobile wallet functionality, Voice of Customer (VOC) and Voice of Employee (VOE) solutions, advanced knowledge management, and marketing automation and personalization. Upland will continue to buy, build, and integrate additional components to this CXM offering in order to enable more personalized customer experience, enhanced multi-channel engagement across the customer journey, deeper process automation, sophisticated analytics and reporting, and coordinated services delivery with CXM expertise.

Upland's focus remains on delighting customers through exceptional solutions and value and striving to achieve 100% customer success. Using UplandOne, our standard operating platform, we deliver operational excellence, enterprise-class quality and security, customer-driven innovation, and superior service and support. We will continue to acquire compelling technology to further add value

in our three product families and build market strength in areas that support our growth plan and customer success mission.

To view more details about this announcement, please refer to the [PRESS RELEASE](#).

To discuss Upland's acquisition of Adestra with an Upland executive, please submit a request for more information.