

Stockholm, September 2019

## DirektPress live with Atex's Cross-advertising CRM solution

Atex, a leading provider of content management and advertising systems for the global media industry, is pleased to announce that **DirektPress** is live with Atex's **Cross-advertising CRM** solution.

**DirektPress** in Sweden publishes 39 local free newspapers every week, with a total circulation of just over 1,200,000 copies. Considering the local focus, the distribution and the composition of the advertisers' network, it is essential for DirektPress to have CRM and ad booking functionalities available as one solution: to simplify IT infrastructure, reduce costs and shorten the customer/ad booking process for sales reps.

Cross-advertising provides DirektPress with end to end solution for streamlining ad sales for all media. As an existing Cross-advertising customer, DirektPress upgraded to the latest version and took advantage of its new modern web based front end, which includes enhanced CRM capabilities.

*"As a sales manager I can manage and follow all activities and sales for the different sales teams. It was easy to set up and continuously adapt the system to follow our CRM sales process."*

**Kristofer Sahlström**, Sales Manager DirektPress

With its improved functionality and web-based application, Atex anticipates growing demand for its Cross-advertising functionality. To learn more about the Atex's commercial solutions, please visit [www.atex.com](http://www.atex.com).

## About Atex

Atex is a global software company providing solutions to the media industry.

“Cross-advertising” is a cloud-based solution that provides end-to-end multi-channel advertising management, covering the whole process from sales, CRM, booking to production and invoicing. The solution offers a streamlined advertising process, with management of complex/emerging products and service portfolios, helping news organizations to increase their revenues.

**For further information, visit [www.atex.com](http://www.atex.com) or reach Atex at [www.atex.com/contact](http://www.atex.com/contact)**