

## DIGITAL ORDERS

# Say hello to managing digital and linear ads in parallel



### Drive cross-platform sales

by selling and managing cross-screen campaigns through a single ad operations system



### Reduce errors and liability

by eliminate redundant data entry for campaigns with spot and digital ads



### Simplify billing

by reconciling and billing digital and linear campaigns on one invoice

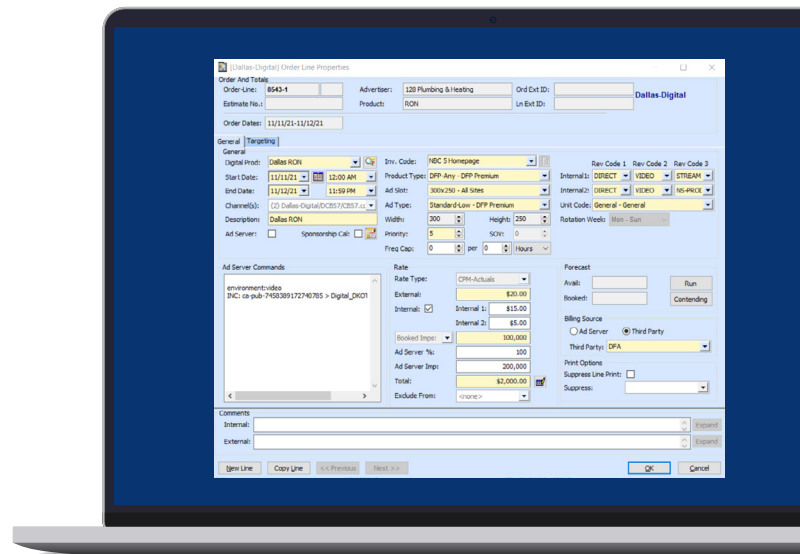


### Unify revenue reporting

by accessing actionable insights with a single report on digital and linear revenue and pacing

Digital order management between traffic and billing software and digital ad solutions has traditionally been a manual process, requiring duplicate data entry between disparate systems. Considerable time and resources are required to ensure proper reconciliation between linear and digital systems.

WideOrbit's Digital Orders module for WO Traffic and WO Network is a complete, digital order management system for all types of digital ads, including digital audio, CTV/OTT, and social media ads. Digital orders can be entered directly into WO Traffic or WO Network, while integrations with digital ad managers allow performance information to sync directly with WO Traffic or WO Network for accurate and efficient reconciliation and invoicing.



## Digital Orders is right for your team when:

Duplicate data entry for spot and digital ad units is slowing you down

You need visibility into line-level inventory avails

Simplified and unified billing and reporting are must-haves

You need built-in integrations with digital ad managers

# Offer Your Advertisers Digital Reach Extension

As viewership shifts increasingly towards digital content, advertisers are looking for ways to enhance their campaigns with added impressions. Broadcasters and networks need a way to manage new strategies to meet buyer needs, such as digital reach extension.

With Digital Orders, broadcasters and networks can help buyers achieve their campaign goals by offering extended reach with digital ads, including audio, video, and social media ads.

In addition, data can be surfaced in Digital Orders using WideOrbit's Data API and billing file import, so that reach extension vendors can do the heavy lifting.

## Digital Orders is available with

### **WO Traffic**

Ad trafficking and billing software designed for the changing local landscape, providing a solid foundation from which stations can manage, execute, and scale end-to-end ad trafficking and sales.

### **WO Network**

Simplifies every aspect of network ad sales and commercial operations, from proposals and planning, to deal maintenance, stewardship, and billing.

**We've integrated  
with digital ad  
managers for  
added efficiency**



Google Ad Manager

**FREEWHEEL**  
A COMCAST COMPANY



**Learn more about Digital Orders today**

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