




INTEGRATIONS

Say hello to better connections, so your favorite tools work better together

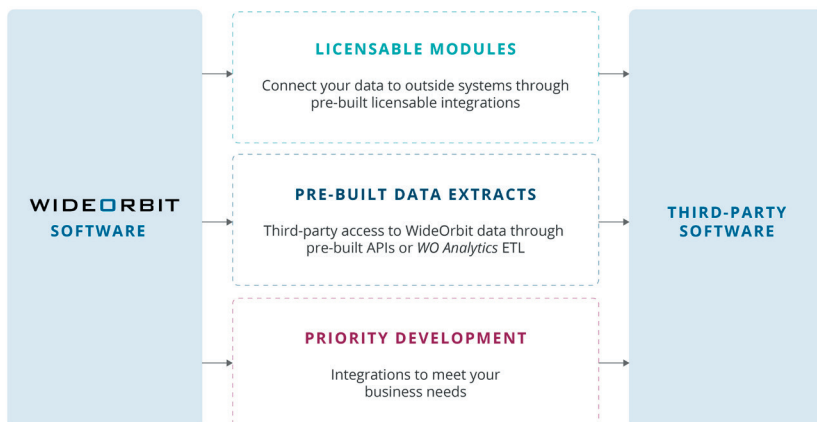
In an increasingly complex industry, media companies must evolve rapidly to keep pace. But when disparate systems are cobbled together to meet constantly changing needs, the resulting data inconsistencies and workflow inefficiencies can stall success.

WideOrbit Integrations connect WideOrbit's end-to-end digital and linear media operations platform with certified third-party systems to help consistently and efficiently scale your business. Continue using your favorite tools through pre-built or custom integrations that extend your *WO Traffic*/*WO Network* workflows – from rights management to sales automation, payments to business intelligence – all tailored to meet your specific needs.

WideOrbit Integrations allow you to:

-  Reduce or eliminate manual workflows across systems
-  Combine third-party software with WideOrbit for increased functionality
-  Access and utilize data from your existing traffic system

Better connections for even better insights



*Integration paths may vary between WideOrbit products

WIDEORBIT INTEGRATIONS ARE THE RIGHT CHOICE IF YOUR TEAM:

Supplements *WO Traffic* or *WO Network* with third-party software

Uses data from WideOrbit to power other systems

Relies on custom workflows

Prioritizes automated processes

Works closely with WideOrbit technical professionals

Featured Integrations

Electronic Material Instructions (EMI): Captures material instructions sent electronically from buy-side systems, or aggregated instructions from agencies, which are then automatically imported into *WO Network* or *WO Traffic*.

WIDEORBIT PRODUCT-TO-PRODUCT INTEGRATIONS

WO Traffic: Provides seamless integration with *WO Automation for Radio* for dub/purge, playlist, and as-run.

WO Streaming: Orders in *WO Traffic* become campaigns. Impressions, plays, and clicks will auto-populate the Billing File.

WO Automation for Radio: Provides seamless integration for dub/purge, playlist editing, and as-run.

PRE-BUILT EXTRACTS

WO Network and WO Traffic Data API: Replaces unsupported procedures to feed third-party systems, including data warehouses and business insight platforms.

WO Analytics: Leverages AI powered pricing and proposal optimization with Revenue Analytics.

LICENSABLE MODULES

Triton TAP: Provides ability to enter orders into *WO Traffic* and process them to Triton TAP. Automatic data delivery from TAP for reconciliation, reporting, and invoicing in *WO Traffic*. Requires *WO Digital Orders*.

vCreative PPO: Sends Advertisers and Material Group to vPPO. New material request made to *WO Traffic*, which eliminates duplicate data entry and errors.

RadioMATRIX: Enables Australia's largest ad buying platform to send orders directly to *WO Traffic International*.

Learn more about WideOrbit integrations today

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