

UNIFIED SALES SUITE

Sell-side, say hello to the buy-side, with streamlined transactions and aggregated demand

Media transactions have become increasingly complex, with sales teams juggling disparate systems and inefficiently managing numerous revisions and makegoods. Frustrations like the inability to effectively price across multiple channels, or having limited visibility across demand, can stifle inventory management and revenue growth.

Unified Sales Suite is a set of workflow optimization tools that brings electronic communications from buyers and DSPs to TV stations faster, shortening the negotiating process. At the same time, Unified Sales Suite aggregates and compares multiple demand sources, so stations can efficiently optimize and sell against their available/pending digital and linear inventory.

Unified Sales Suite allows you to:



Automate interactions with buy-side partners to save time and effort



Improve visibility across demand sources, to ensure acceptance of only the best offers



Reduce the time required to negotiate and execute campaigns



Reduce discrepancy rates through system-to-system communication and confirmations

UNIFIED SALES SUITE IS THE RIGHT CHOICE WHEN YOUR TEAM WANTS TO:

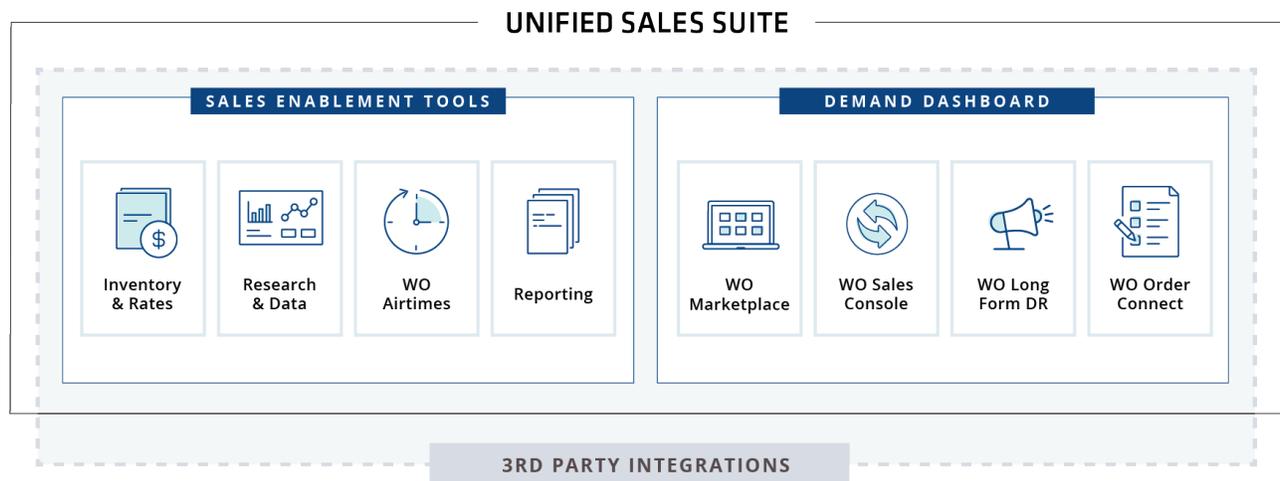
Respond faster and easier to urgent avail requests

Set better-informed pricing based on sell out levels, historical rates, pending demand, and conflict codes

Reduce the time and effort required to manage makegoods

Provide timely and actionable insight into airtimes, to give TV appropriate credit for driving results

Each product within Unified Sales Suite is designed to solve a specific pain point within the workflow, and each falls into one of two functional categories: sales enablement tools and the demand dashboard. Products are integrated with *WO Traffic*, and other WideOrbit products, to ensure all inventory demand is viewable and actionable from one place, so proposals are generated faster and electronic orders are expedited.



WO Airtimes: Providing airtimes after spots have aired is critical to providing the buyer with actionable insight into campaign performance, including giving TV credit for driving online traffic. This product provides automated, electronic delivery of airtimes data from *WO Traffic* to buyers, system-to-system, simplifying normalization and reducing errors.

WO Marketplace: By bringing sellers new demand they can evaluate alongside current sold inventory, *WO Marketplace* allows sellers to only accept offers that meet their needs. Embracing the digital-style buyer who may not have bought local broadcast TV in the past, *WO Marketplace* gives buyers seeking near-to-air inventory easy access to submit offers to hundreds of stations nationwide.

WO Sales Console: The process to request local spot TV inventory, send back avails and pricing, negotiate and tweak details, secure the deal, and, ultimately, provide proof-of-performance reporting, is long, manual, tedious, and riddled with opportunities for human error. *WO Sales Console* automates the traditional workflow to increase overall speed and efficiency for the sell side, streamlining the steps involved without compromising control.

WO Long Form DR: Direct Response (DR) advertising requires the consideration of multiple offers, making the management of those offers extremely cumbersome. And with a limited number of slots available, a high preempt rate can result. *WO Long Form DR* module automates and simplifies the management of DR inventory and allocations for *WO Network* cable groups.

WO Order Connect: Sending orders through email and manually re-keying orders causes errors and is extremely time consuming. *WO Order Connect* provides a direct connection between buy-side systems, such as Mediaocean, Hudson MX, Freewheel and ITN, and *WO Traffic*, allowing sellers to manage orders and makegoods electronically.

Learn more about Unified Sales Suite today

CONTACT US

TVSales@wideorbit.com

(415) 675-6700