

WO ANALYTICS ENTERPRISE

Say hello to advanced business intelligence purpose-built for broadcast media

Media companies struggle to gain actionable insights when complex data is siloed across departments and systems. Overly complicated reporting often leads to lost revenue opportunities.

WO Analytics Enterprise consolidates and analyzes all relevant data from WideOrbit and third-party systems within a single analytics platform. A unified view across channels, markets, and platforms makes it simple for any user to analyze business performance, spot inefficiencies, and pinpoint new revenue opportunities.

WO Analytics Enterprise allows you to:



Aggregate data across all departments



Analyze and improve business performance



Identify new revenue opportunities

WO ANALYTICS ENTERPRISE IS THE RIGHT CHOICE IF YOUR TEAM IS:

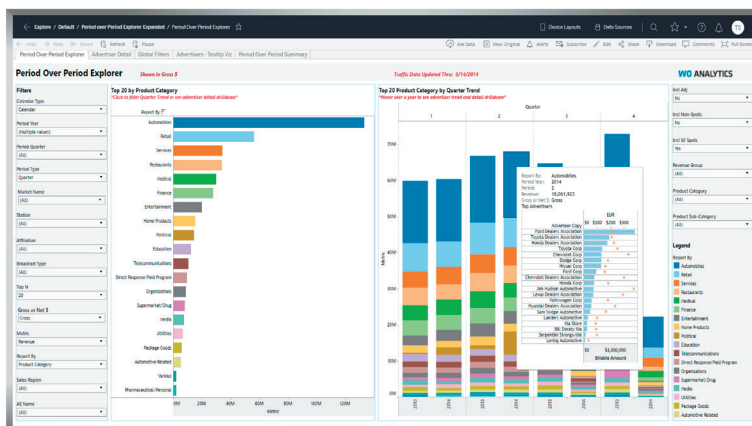
—
Data-driven

—
Relying on inputs from multiple departments

—
Manually running reports

—
Working to identify new revenue opportunities

—
Automating workflows



The business insights media operations need most

Media-First

Media specific KPIs

Mobile Ready

Remote access available for all users

Multi-User

Supports multiple user accounts and permission levels

Actionable Information

Pre-built and customizable dashboards

Flexible

High level overview or drill-down analysis

Configurable Data Lake

Build your own ad-hoc analysis in minutes

Extract, Transform and Load (ETL)

Unlock your data

Data Sources

Drill down and share data with just a few clicks

Pre-Built Dashboards

Go beyond “what” happened to discover “how and why”

Analytics Server

Keep data up-to-date and easily accessible

Unified Database

Combines data from WideOrbit and third-party sources into a single, normalized database

WO Analytics Enterprise includes several pre-built dashboards to help your company analyze business performance, spot inefficiencies, and pinpoint new revenue

POLITICAL | AR ANALYSIS | TRAFFIC MONITOR | EXECUTIVE SNAPSHOT | PRICE DISCOUNT ANALYSIS | PREEMPT MONITOR | DAILY PACING SNAPSHOT | ADVERTISER PACE INSIGHTS | MORNING EDGE | PERIOD OVER PERIOD EXPLORER | AE 1 ON 1 | MARKET CHURN | MOBILE SKIMS

PRE-BUILT DASHBOARD SAMPLES

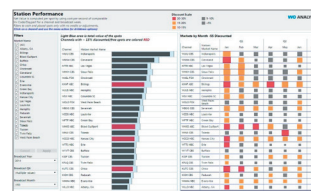
Traffic Monitor

Assess current traffic workload and analyze operations performance. With statistics for new orders and preemptions, it's easy to pinpoint the amount of time spent on management for each spot.



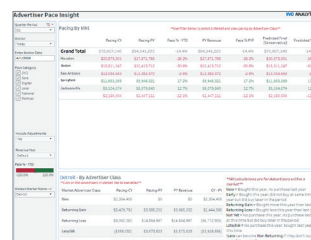
Price Discount Analysis

Maximize revenue with data analysis to highlight excessive discounts and to identify product categories or advertisers with the most valuable bonus/ADU spots. This dashboard allows you to take a high-level view across markets and months to show all variables and relevant advertisers.



Advertiser Pace Insights

Use advertiser pacing data to identify whether large advertisers who have not yet bought are adhering to or breaking their normal buying pattern. In addition to identifying habitually late buyers, this dashboard also highlights how much new business your teams have brought in.



Learn more about
WO Analytics Enterprise today

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