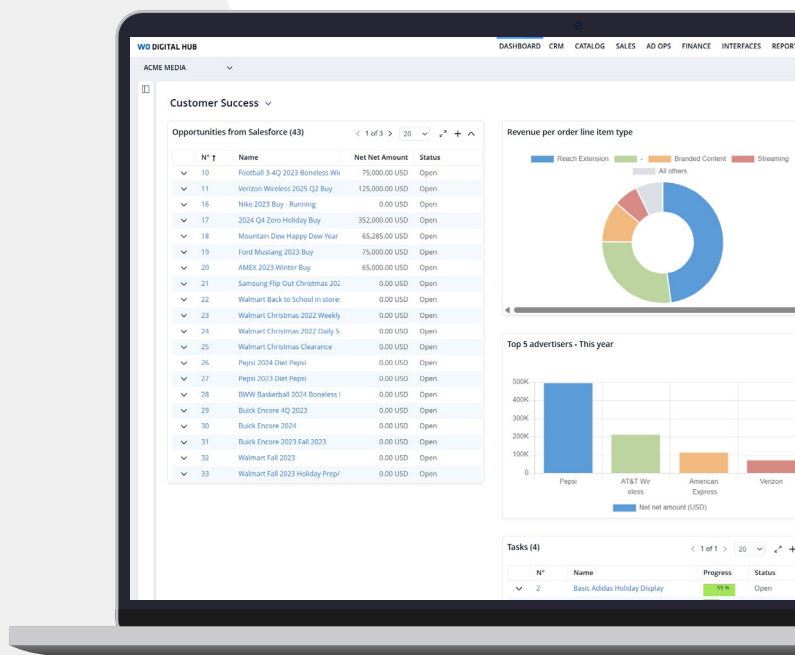


WO DIGITAL HUB

Consolidated Digital Order Management

Drive efficiency and revenue growth with unified digital workflows, from quote to cash



Consolidated digital order management

Unify digital ad sales, operations, and finance on a single platform to automate workflows



Robust integrations

Integrated data from pre-sales and CRM systems, rate card builders, audience measurement providers, and more



Digital campaign execution

Connect with ad servers such as Google Ad Manager, FreeWheel, and AdsWizz



Performance and revenue reporting

Customizable dashboards provide holistic intelligence across your entire digital landscape

Consolidated digital order management to help future-proof your business

WO Digital Hub provides a single platform that unifies digital ad sales, operations, execution, and finance across multiple properties and ad servers.

Increase efficiency and drive revenue growth with robust integrations that enable powerful automations, leveraging pricing rules, proposal approvals, reporting, billing, and ad server order creation.

Instant intelligence and analytics through customizable dashboards make it easy to identify the most profitable ways to bundle inventory.

Helping you overcome your business challenges

WO Digital Hub is designed to evolve as industry requirements change, so you can focus on generating more business while saving time and money

Robust integrations

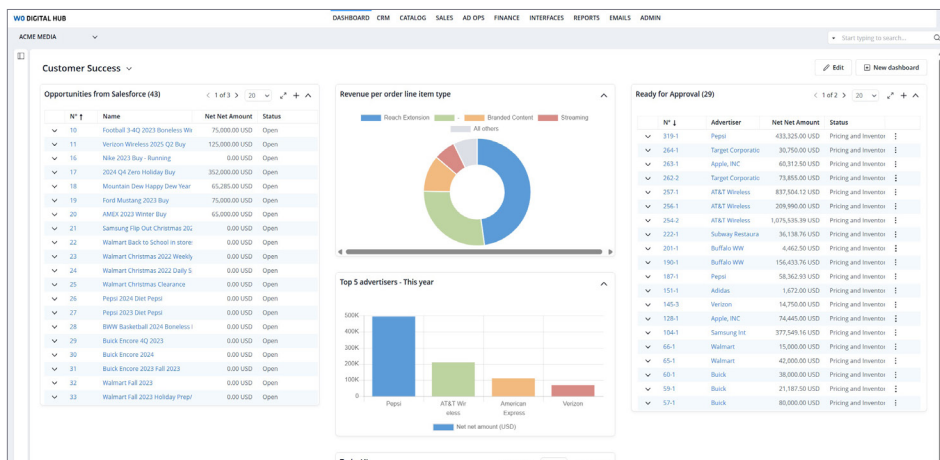
Increase efficiency and drive revenue growth with a portfolio of integrations.

- Ad servers: display, mobile, video, audio
- CRM systems
- Third-party delivery systems
- Inventory, forecast, and analytics systems
- Audience measurement providers (Nielsen, Comscore, and more)
- Data platforms
- Programmatic platforms
- Financial systems

Customizable dashboards

Equip your teams with the tools they need to optimize business with timely and powerful data.

Sample dashboards:



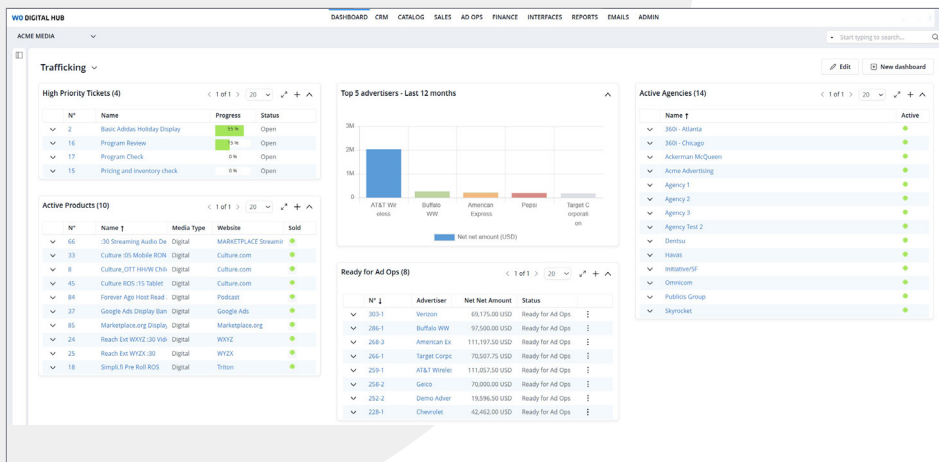
Digital campaign execution

Automate delivery through connections with Google Ad Manager, FreeWheel, Adswizz, Ad-Juster, and other platforms.



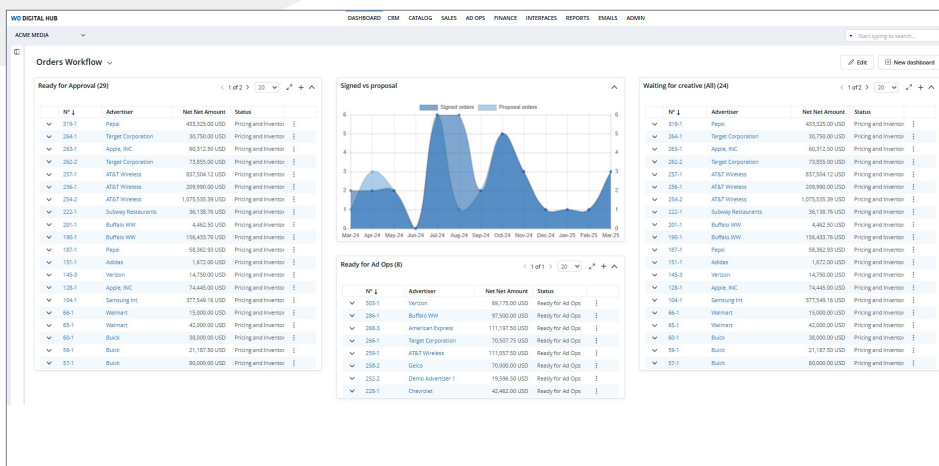
Revenue Overview

Single view of critical KPIs for sales leadership, including percentage breakdown of products sold, the time it takes for an order to go from proposed to signed, and more.



Trafficker View

Quick snapshot for traffickers to monitor which campaigns will be starting soon, which orders may have an issue recording performance, and orders that are currently running.



Orders

Single view of orders and opportunities for media planners and sales representatives, including where orders are in the approval pipeline and incoming opportunities that will need orders built out.

Search Trafficking

Upcoming Orders

36 results

Order N°	Line Item N°	Trafficking N°	Name	Website	Package	Adslot	Target Dv	Advertiser	Start Date	End Date	Total Volume	Qty Name	Spec
258-1	1381		First Screen All Years Roadblock - US Sp	First Screen	All Years	Roadblock		Google Ad Manager	01/01/2025	09/31/2025	1,250,000		
258-1	1382		First Screen All Years Roadblock - US Sp	First Screen	All Years	Roadblock		Google Ad Manager	01/01/2025	09/31/2025	1,250,000		
258-1	1383		First Screen All Years Roadblock - US Sp	First Screen	All Years	Roadblock		Google Ad Manager	01/01/2025	09/31/2025	1,250,000		
268-3	1442		30 Streaming Audio	MARKETPLACE Streaming	ROS	30 Streaming		Amperwave	01/01/2025	09/31/2025	1,250,000		
268-3	1443		30 Streaming Audio	MARKETPLACE Streaming	ROS	30 Streaming		Amperwave	01/01/2025	09/31/2025	1,250,000		
268-3	1444		30 Streaming Audio	MARKETPLACE Streaming	ROS	30 Streaming		Amperwave	01/01/2025	09/31/2025	1,350,000		
268-3	1445		TikTok Shoppers Audio	Automato-Adverts	Shoppers	Audio		Amperwave	01/01/2025	09/31/2025	750,000		
268-3	1446		KABC.com ROS Multi	KABC.com	ROS	Multi-Spot		Google Ad Manager	01/01/2025	09/31/2025	72,500		
268-3	1447		Streaming ROS 15 Streaming	MARKETPLACE Streaming	ROS	15 Streaming		Amperwave	01/01/2025	09/31/2025	72,500		
268-3	1448		30 Streaming Audio - Mobile	WYMA Streaming	ROS	30 Streaming		Amperwave	01/01/2025	09/31/2025	120,000		
268-3	1449		30 Streaming Audio - Mobile	WYMA Streaming	ROS	30 Streaming		Amperwave	01/01/2025	09/31/2025	1,250,000		
268-3	1450		Facebook Managed Spend Goal Event	Facebook	Managed Spend	Goal Event		Amperwave	01/01/2025	09/31/2025			
268-3	1451		Culture OTT HWW Chn	Culture.com	History OTT	30 - 7s		Google Ad Manager	01/01/2025	09/31/2025	1,250,000		

Trafficking Screen

Single screen for traffickers to see which line items need to be pushed to an ad server.



Learn more about WO Digital Hub today

Scan the QR code or visit wideorbit.com/products/digital-hub to get started or to learn more

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