

WO DIGITAL HUB

# Say hello to consolidated digital order management for publishers

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. Robust integrations with pre-sales, CRM, finance, accounting, performance, analytics, programmatic platforms, and audience measurement data providers allow for automated workflows,

increasing efficiency and driving revenue growth. Powerful automations leverage pricing rules, proposal approvals, reporting, billing, and ad server order creation. Customizable dashboards and analytics provide instant intelligence on order delivery and invoicing to help publishers uncover 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

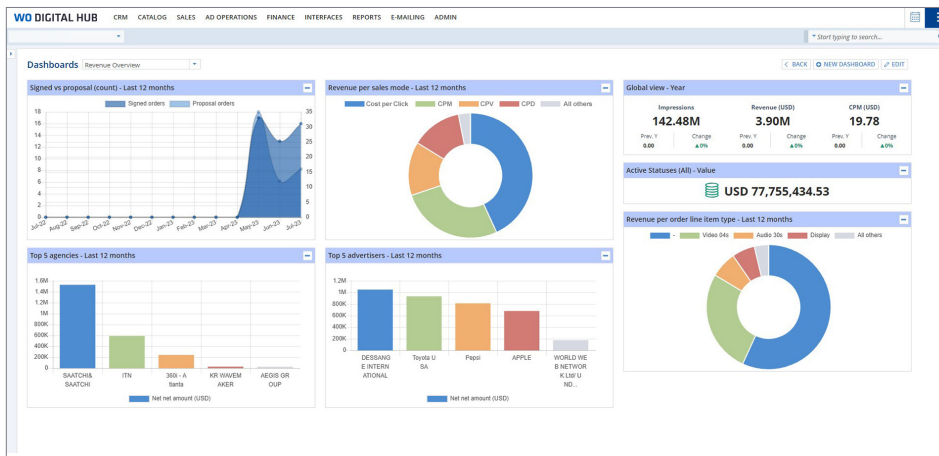
Increase efficiency and drive revenue growth with a portfolio of integrations.

- 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:



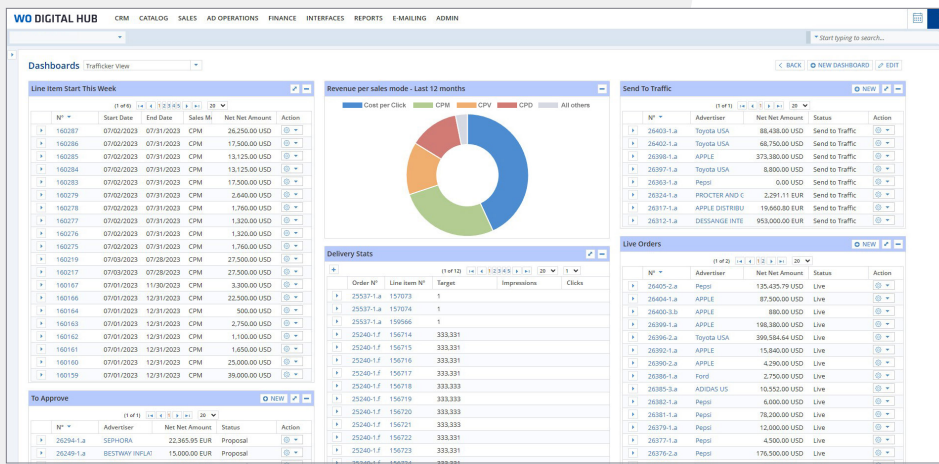
## Digital campaign execution

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



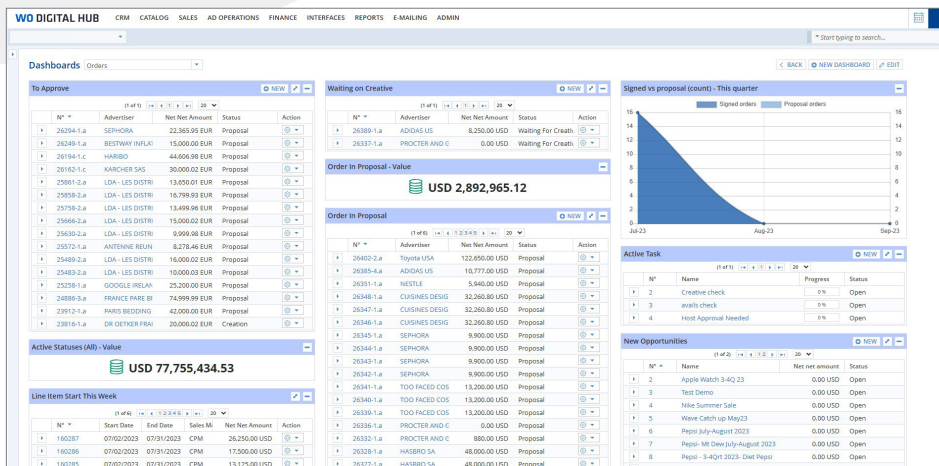
## Revenue Overview

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.

Order #	Line Item #	Trafficking #	Name	Website	Webpage	Adset	Target	Advertiser	Start date	End date	Total volume	Qty name	Synch	Action
26373-1-a	160115		Wolves Among Us Podcast Audio 30s - Megaphone M	Wolves Among Us	Podcast	Audio 30s - Megaphone Midrol		Megaphone	07/01/2023	11/30/2023	30,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26373-1-a	160116		WFAN-FM Streaming Audio 30s - Ampervave Midrol	WFAN-FM	Streaming	Audio 30s - Ampervave Midrol		Ampervave	07/01/2023	11/30/2023	60,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26376-2-a	160121		Adwive AE Audio 30s - Adwive Midrol - Adwive 30s	Adwive	AE	Audio 30s - Adwive Midrol - A		Adwive	07/01/2023	11/30/2023	10,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26376-2-a	160122		Wolves Among Us Podcast Audio 30s - Megaphone M	Wolves Among Us	Podcast	Audio 30s - Megaphone Midrol		Megaphone	07/01/2023	11/30/2023	30,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26376-2-a	160123		WFAN-FM Streaming Audio 30s - Ampervave Midrol	WFAN-FM	Streaming	Audio 30s - Ampervave Midrol		Ampervave	07/01/2023	11/30/2023	60,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26276-2-a	160125		WECT Cape Fear Weekend Banner 120x600 468x60	WECT	Cape Fear Weekend	Banner 120x600 468x60		Google Ad Manager1	07/01/2023	11/30/2023	1,000,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26377-1-a	160126		WECT Cape Fear Weekend Banner 120x600 468x60	WECT	Cape Fear Weekend	Banner 120x600 468x60		Google Ad Manager1	07/01/2023	11/30/2023	100,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26377-1-a	160127		WECT Cape Fear Weekend Banner 120x600 468x60	WECT	Cape Fear Weekend	Banner 120x600 468x60		Google Ad Manager1	07/01/2023	11/30/2023	100,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26377-1-a	160129		Adwive AE Audio 30s - Adwive Midrol - Adwive 30s	Adwive	AE	Audio 30s - Adwive Midrol - A		Adwive	07/01/2023	11/30/2023	10,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26377-1-a	160130		Wolves Among Us Podcast Audio 30s - Megaphone M	Wolves Among Us	Podcast	Audio 30s - Megaphone Midrol		Megaphone	07/01/2023	11/30/2023	30,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26377-1-a	160131		WFAN-FM Streaming Audio 30s - Ampervave Midrol	WFAN-FM	Streaming	Audio 30s - Ampervave Midrol		Ampervave	07/01/2023	11/30/2023	60,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26376-2-a	160144		KWCH Sports Banner 120x600 468x60	KWCH	Sports	Banner 120x600 468x60		Google Ad Manager1	07/01/2023	11/30/2023	4,500,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			
26376-2-a	160145		WECT Sports Banner 120x600 468x60	WECT	Sports	Banner 120x600 468x60		Google Ad Manager1	07/01/2023	11/30/2023	3,000,000	0.00 USD	Open	
			<b>Total Trafficking volume:</b>								-			

## 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

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