

# WO FUSION

GLOBAL AND DIGITAL WORKSPACES

## Cross-Platform, Multi-Property Ad Sales

A Modern, SaaS-Based Ad Sales Platform



### Cross-Platform selling

Generate one proposal with multiple properties, including both linear and digital assets



### Bring-Your-Own-Data (BYOD)

Supports impression- or ratings-based sales, including audience measurement data of your choice



### Integrated Order Management

Send linear and digital orders to their respective execution systems for cross-platform execution



### SaaS-Based UI

Work from anywhere with a modern and intuitive SaaS-based UI

## An Ad Sales Platform that Keeps Pace with Your Evolving Business

WO Fusion is an open, centralized planning and sales tool for cross-platform ad campaigns. Global and digital workspaces within WO Fusion enable sales teams to plan and build a single cross-platform campaign that includes linear and digital assets, incorporating rates cards with cross-platform rate types, rates, and impression estimates based on audience measurement data of your choice (BYOD). You can easily view total impressions and CPMs for your linear and digital inventory, as well as sub-totals by property and platform.

WO Fusion integrates with linear and digital order management systems, including WO Omni, WO Digital Hub, and third-party order management systems for cross-platform campaign execution and converged stewardship and billing.

### Global Workspace

Add multi-channel, linear assets to your cross-platform campaign in the WO Fusion global workspace.