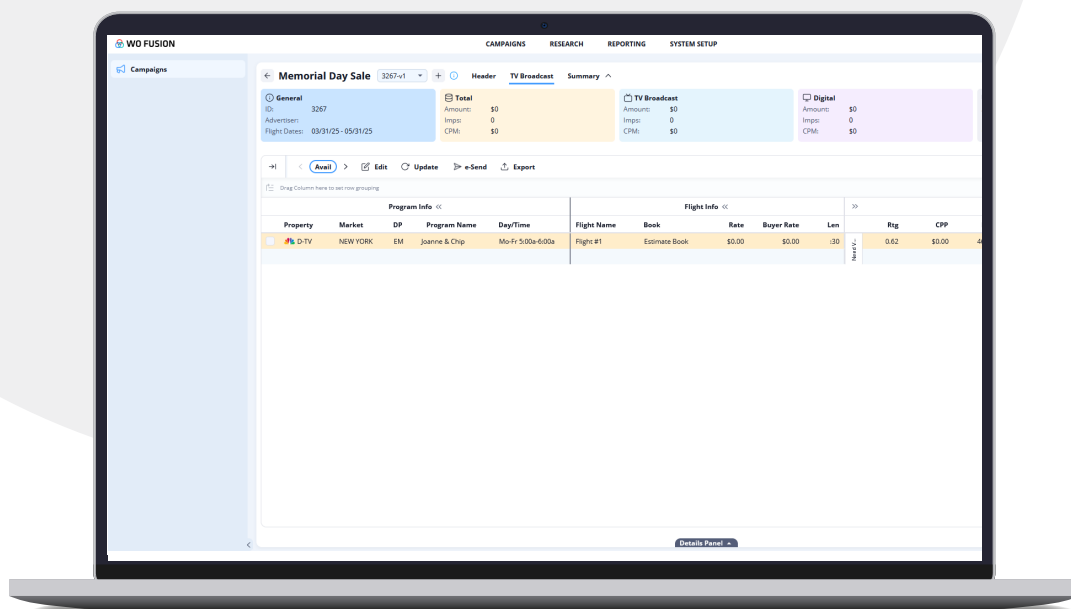# WIDEORBIT

WO FUSION

CONVERGED LINEAR + DIGITAL AD SALES

Cross-Media, Multi-Property Ad Sales

A Modern, SaaS-Based Ad Sales Platform Supporting Multiple Audience Measurements

Converged Selling
Price, plan, and sell cross-media, multi-property campaigns

Multiple Audience Measurements
Supports impression- or ratings-based sales, including Comscore, Nielsen, and more

Integrated Workflows
Integrates with WideOrbit and third-party linear and digital order management systems

SaaS-Based Platform
Work from anywhere with a modern and intuitive SaaS-based platform

A Converged Ad Sales Platform that Keeps Pace with Your Evolving Business

The distinction between traditional linear and digital advertising has blurred, as audiences increasingly consume content across various platforms. As a result, outcome-focused advertisers are looking to reach audiences where they are.

WO Fusion makes it easy to price, plan, and sell any media type, with multiple audience measurement data sources that provide a unified view of converged audience engagement. Media sellers can consolidate linear and digital assets within a single proposal, leveraging a portfolio of WideOrbit and third-party integrations to expand workflows. Connections with linear and digital order management systems like WO Traffic, WO Network, and WO Digital Hub, provide end-to-end converged selling, campaign management, and billing.

Increase Revenue while Reducing Costs with Modern, Converged Selling Workflows

WO Fusion: Converged Local TV and Digital Ad Sales

Linear TV | Digital | Reach Extension | Multi-Market | Multi-Property
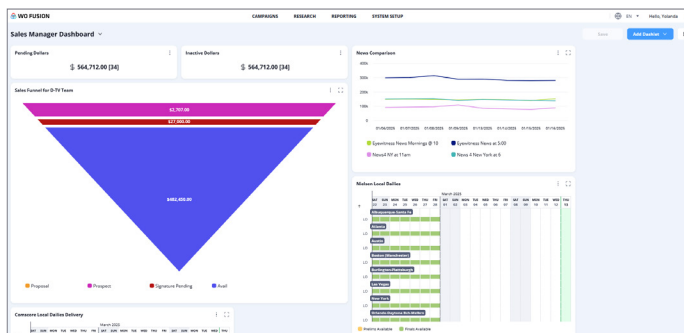
Open a New Campaign

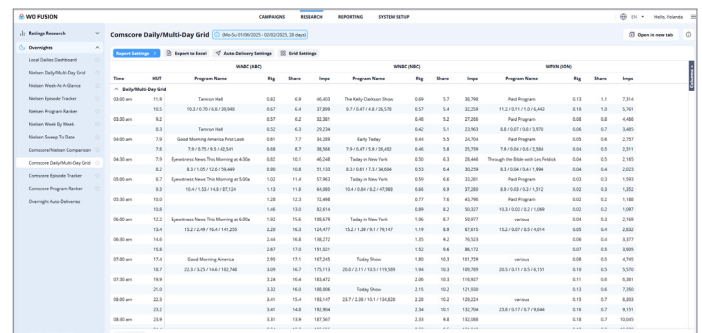### Add TV Broadcast

Add Digital

Customizable Dashboard for Actionable Insights

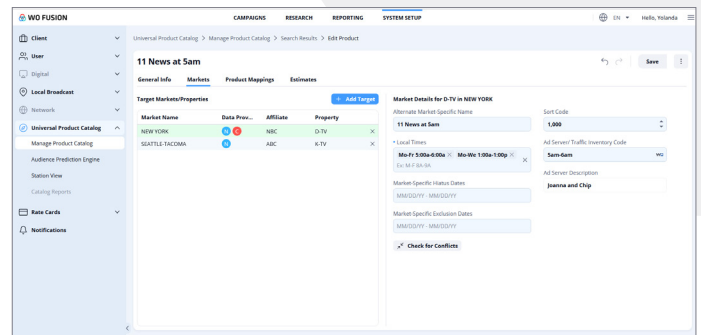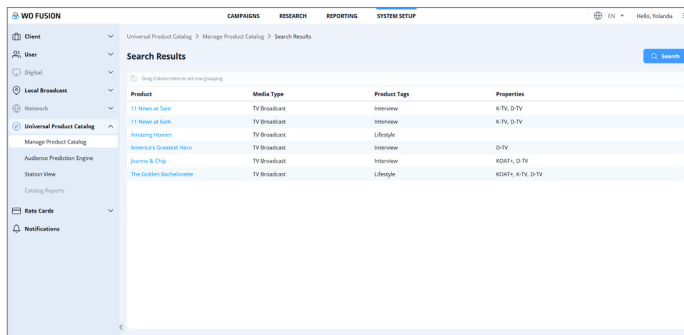Delivery | Research | Sales
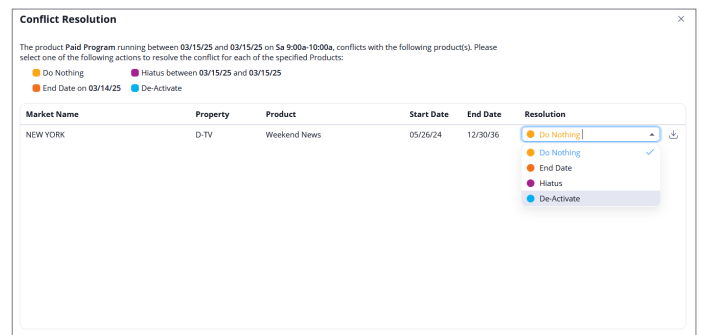

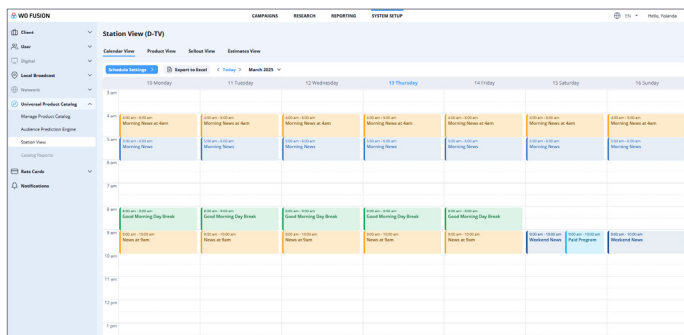## Overnight Research Reports

Nielsen | Comscore | BYOD

Product Catalog

Inventory Across All Media Types and Markets

Multi-Market Product Management

Schedule View with Conflict Identification

Audience Prediction Engine
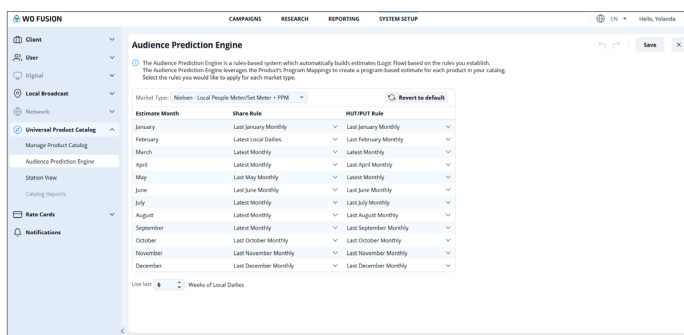
Smart Rate Cards

Optimize Rates by Property or Across Markets

National Pressure Grid

Auto Rate Tier Adjustment and Priority Code Assignment

Sales Teams

Define and Manage Sales Users

Management of Custom-Defined Team of Sales Users