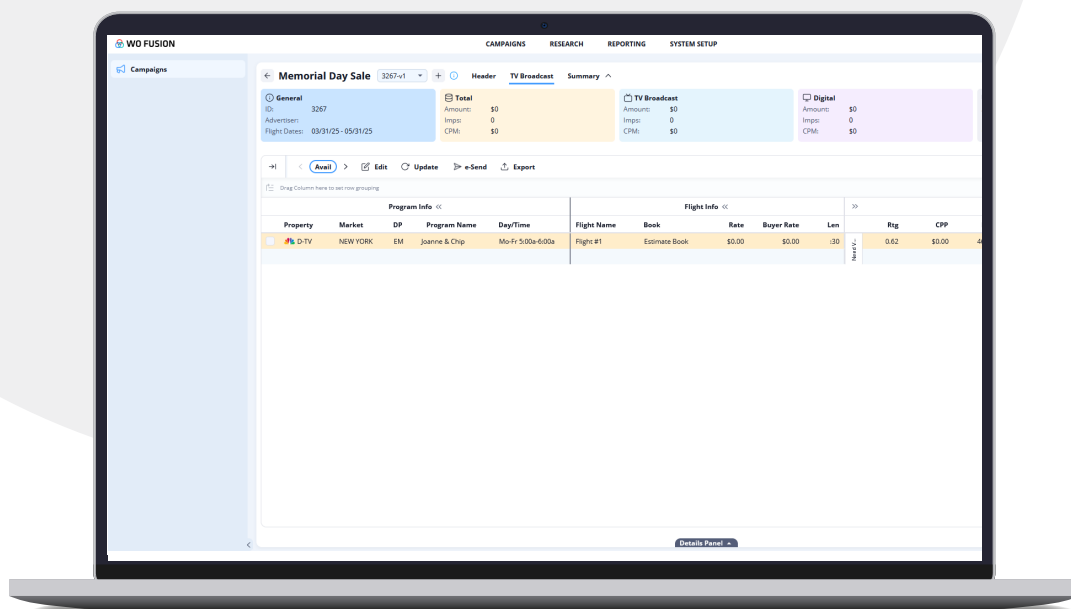


## WO FUSION

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

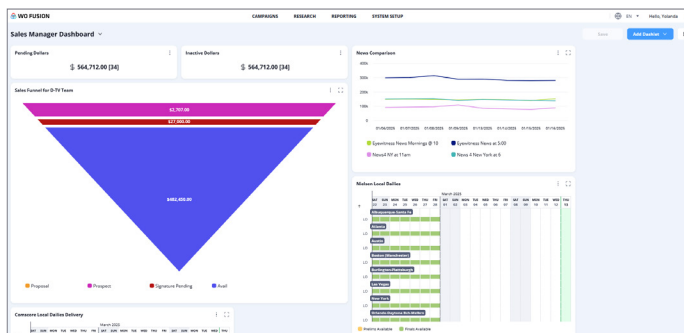
### Open a New Campaign

### Add TV Broadcast

### Add Digital

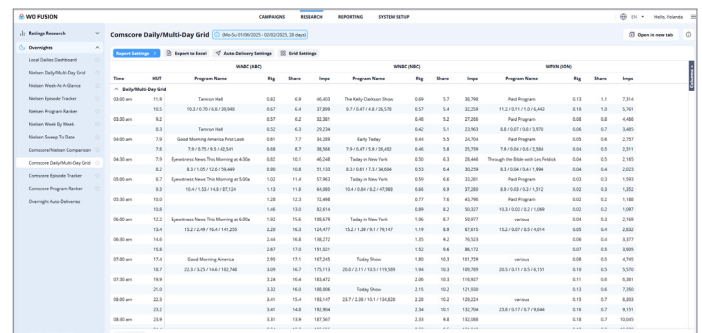
## Customizable Dashboard for Actionable Insights

Delivery | Research | Sales



## Overnight Research Reports

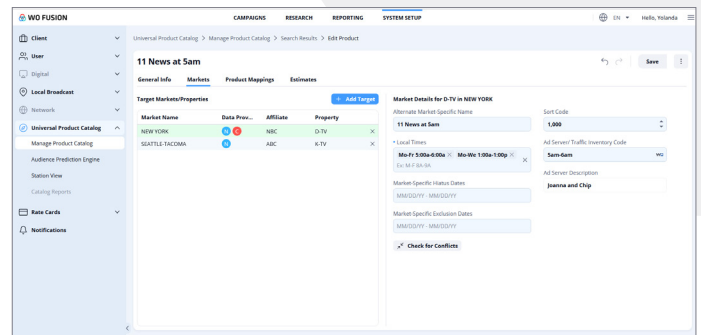
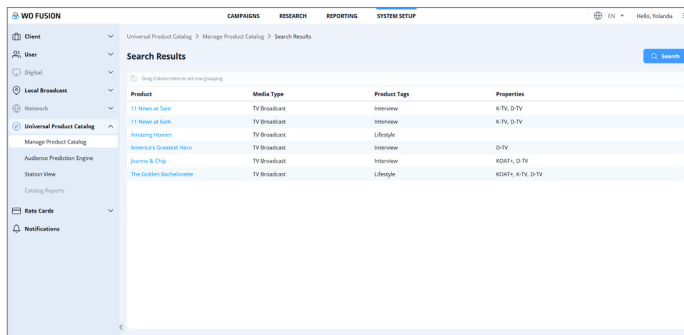
Nielsen | Comscore | BYOD



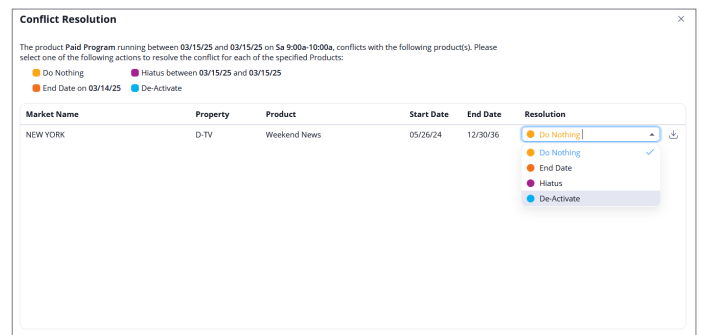
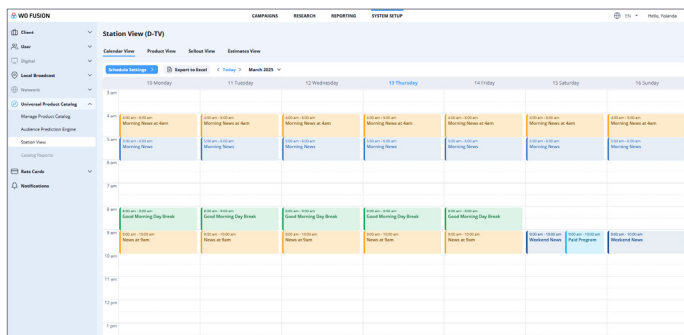
# Product Catalog

## Inventory Across All Media Types and Markets

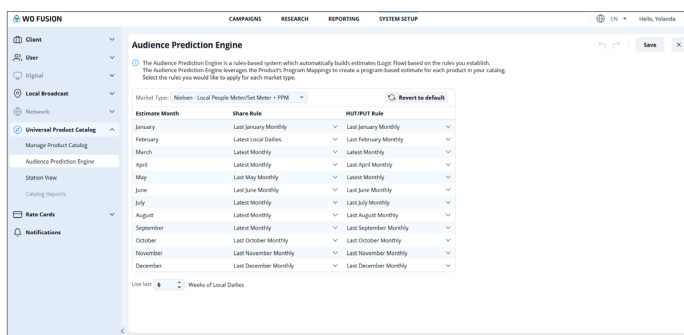
### Multi-Market Product Management



### Schedule View with Conflict Identification



### Audience Prediction Engine



## Optimize Rates by Property or Across Markets

[illegible]

WD FUSION

Client

User

Digital

Local Broadcast

Network

Universal Product Catalog

Rate Cards

Edit Rates

Pressure Grid

Rate Levels

New Card Settings

Notifications

CAMPAIGNS

RESEARCH

REPORTING

SYSTEM SETUP

### Rate Levels

Rate Cards can have unlimited rate levels. Example of rate levels include Submit (or Ad), Client/Post, Agency, Direct, Local, National, etc.. Rate Levels can have a parent level where you add the parent, it updates the child's values default is 10% more than the agency level the parent). Rate Levels are assigned pressure grid values where there to be calculated based on without basis. If you prefer not to use the Dynamic Pricing features of BDO Tools, you can use the Static Pricing feature.

[Add New Level](#)

Default	Rate Level Name	Level Type	Priority Code	Parent Level	Pa
	Floor	Floor	Direct Response	<no Parent Level	20
	P1	Standard	Priority 1	FE	<2
	P2	Standard	Priority 2	FE	<11
	P3	Standard	Priority 3	FE	<6
	P4	Standard	Priority 4	<no Parent Level	<6
	P7	Standard	Trade	<no Parent Level	<6
	P8	Standard	Sales Promo	<no Parent Level	<6

## Define and Manage Sales Users

WO FUSION

Client

User

Sales Offices

Sales Teams

User Roles

User Environments

Digital

Local Broadcast

Network

Universal Product Catalog

Rate Cards

Notifications

Sales Teams

D-TV Team

D-TV Team

General Info

User Assignment

Users

Search...

Email	Full Name	+ Add All
john.doe@example.com	John Doe	+ Add
jane.smith@domain.com	Jane Smith	+ Add
michael.johnson@gmail.com	Michael Johnson	+ Add
emily.brown@company.co	Emily Brown	+ Add
david.anderson@bushes.com	David Wilson	+ Add
scarlett.white@email.net	Scarlett White	+ Add
christopher.davis@gmail.com	Chris Davis	+ Add
anna.martinez@innovate.org	Anna Martinez	+ Add
mattias.garcia@hotmail.es	Mattias Garcia	+ Add
james.taylor@protonmail.ch	James Taylor	+ Add
lily.anderson@itemail.org	Lily Anderson	+ Add
robert.thomas@bluewin.org	Robert Thomas	+ Add
grace.miller@hotmail.co.uk	Grace Miller	+ Add
ethan.jackson@btinternet.com	Ethan Jackson	+ Add
ava.barnes@westnet.net	Ava Barnes	+ Add

Selected Users

Remove All

Email	Full Name
edwong@westcoast.com	Edwin Kwong
ederson@westcoast.com	Edu Dettner



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