

Say hello to better connections, so your favorite tools work better together

In an increasingly complex industry, media companies must evolve rapidly to keep pace. But when disparate systems are cobbled together to meet constantly changing needs, the resulting data inconsistencies and workflow inefficiencies can stall success.

In addition to offering WideOrbit product-to-product integrations, WideOrbit Integrations connect WideOrbit products with certified third-party systems. Pre-built or custom integrations make it easy for you to continue using your favorite tools, extending your WO Traffic/WO Network workflows so you can consistently and efficiently scale your business. From rights management to sales automation, payments to business intelligence, WideOrbit Integrations can be tailored to meet your specific needs.

WideOrbit Integrations allow you to:



Reduce or eliminate manual workflows across systems



Combine third-party software with WideOrbit for increased functionality



Access and utilize data from your existing traffic system

Better connections for even better insights



*Integration paths may vary between WideOrbit products

WideOrbit Integrations are the right choice if your team:

Supplements WO Traffic or WO Network with third-party software

Uses data from WideOrbit to power other systems

Relies on custom workflows

Prioritizes automated processes

Works closely with WideOrbit technical professionals

Featured Integrations

WideOrbit Product-to-Product Integrations

WO Traffic and WO Automation for Radio

Provides seamless integration for dub/purge, playlist, and as-run.

WO Media Sales

Build proposals with real-time account information, inventory availability, audience research, and delivery metrics. Electronically contract, transfer, or submit orders to WO Traffic and post ratings information against orders.

Pre-Built Extracts

WO Network and WO Traffic Data API

Replaces unsupported procedures to feed third-party systems, including data warehouses and business insight platforms.

WO Analytics

Leverages AI powered pricing and proposal optimization with Revenue Analytics.

Licensable Modules

Google Ad Manager

Enter orders into WO Traffic and process them to Google Ad Manager. Automatic data delivery for reconciliation, reporting, and invoicing. Requires WO Digital Orders.

Production Order Integrations

New material requests made to WO Traffic help eliminate duplicate data entry and errors.

Contact us to learn more about WideOrbit Integrations

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