

WO LONG FORM DR

Say hello to simplified long form direct response programming management



Simplify workflows

To easily manage multiple LFDR programming offers, with a calendar view to ensure variety in your schedule



Maximize revenue

With streamlined processes to evaluate, negotiate, and manage orders based on your available inventory



Improve performance

With 10 pre-made reports that simplify analytics and track LFDR progress, effectiveness, and revenue

WO Long Form DR is a comprehensive SAAS-based platform that provides a unique set of inventory management tools to maximize revenue and streamline processes associated with Long Form Direct Response (LFDR) programming.

Long form direct response advertising requires the consideration of multiple offers, making the management of those offers extremely cumbersome, made even more so by the effort involved in pricing, reviewing, and titling these spots. WO Long Form DR automates and simplifies the management of direct response inventory and allocations for TV stations or networks who include this type of programming in their line-up.

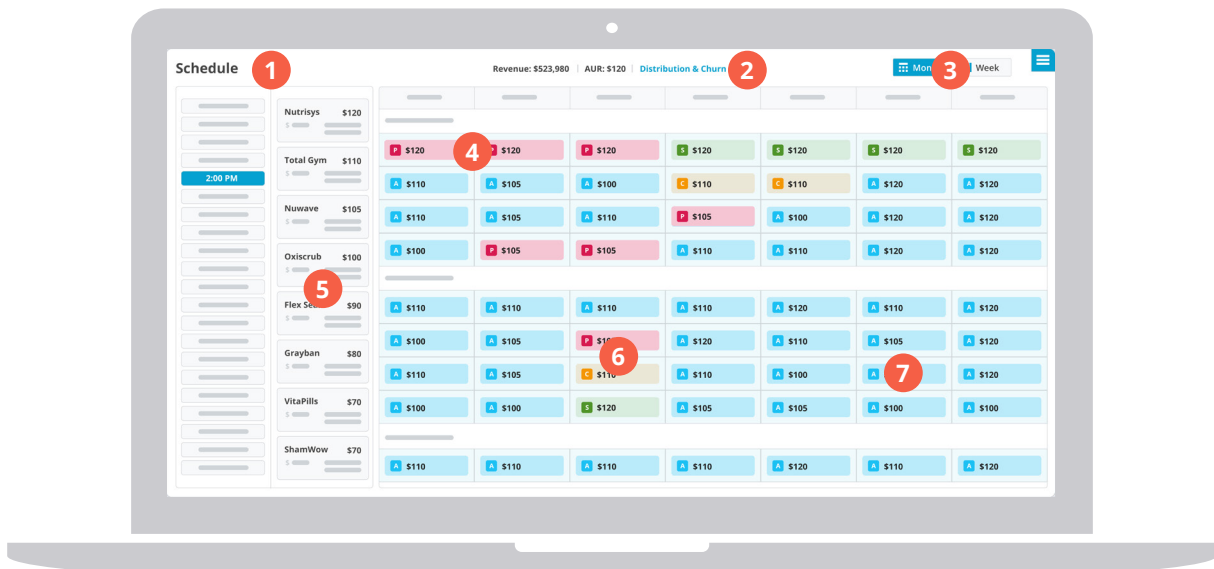
WO Long Form DR is right for your team if you need to:

- Reduce manual processes, errors, costs, and time spent managing long form DR programming
- Gain deeper insight into long form DR programming performance
- Increase overall revenue with complete visibility into long form programming opportunities
- Easily manage and assign titles and 1-800 numbers to ensure trackability for confirmed spots

Improve flexibility with calendar view

The Calendar View in WO Longform DR allows users to manage multiple offers within a single interface, ensuring schedules offer variety for viewers. Allocate programming throughout the quarter, month, or week, with the ability to drill down to specific timeframes, including a single day.

- 1 Compare "what if" scenarios before finalizing
- 2 Report on spot distribution
- 3 Toggle between monthly and weekly schedule views
- 4 Evaluate offers side by side
- 5 View all offers in one place
- 6 Easily see what has been allocated, proposed, confirmed, and sold
- 7 Option to auto-accept the highest offers



WO Long Form DR integrations

Seamless integration with WO Traffic and WO Network allows automatic transfer of confirmed spots to your traffic system.

Contact us to learn more about WO Long Form DR

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