

WO MEDIA SALES

FOR TV

TV ad sales operations & proposal solution

Sales teams are eternally challenged to generate proposals quickly in response to demanding clients. Inaccurate or outdated information or inefficient workflows can slow execution time while siloed sales systems add complexity.

WO Media Sales empowers TV sales teams to build proposals leveraging real-time account information, inventory availability, audience research, and delivery metrics. Electronically contract, transfer, or submit orders to *WO Traffic* and also post ratings information against orders. With *WO Media Sales* you also have the flexibility to integrate with *WO Traffic* and other popular ad trafficking systems, extending data consistency across both linear and digital.



“WO Media Sales helps streamline workflow for our AEs and provides us with better insight and control across the entire sales process.”

- **NICK WALLER**, *Executive Vice President, Co-Chief Operating Officer, Gray Television*

BENEFITS



Increase sales team efficiency

Create proposals addressing multiple properties, markets, and media types on a single order. Post orders to *WO Traffic* in real time.



Reduce business risk

Analyze current and historic sales data to optimize pricing, placement and programming decisions. Post orders against ratings data to manage campaign commitments.



Turn research into revenue

Build trends and audience composition reports with Nielsen or Comscore data. Create custom time blocks for detailed market reports.

FEATURES

Overnights on Any Device • Delivery Dashboard • Expenditure Data • Multi-Market Inventory • Nielsen and Comscore Reports • *WO Traffic* Integration

Learn more about our offerings today

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