Say hello to streamlined TV ad proposal management and sales

In a constantly evolving media landscape, sales teams are perpetually challenged to generate multi-platform proposals quickly. Inaccurate or outdated information and inefficient workflows can slow execution time while siloed sales systems add excessive complexity.

WO Media Sales empowers TV advertising sales teams to build both linear and digital proposals by leveraging real-time account information, inventory availability, audience research, and delivery metrics. Your teams will have the ability to efficiently construct and submit orders to WO Traffic, as well as post ratings information against orders.

WO Media Sales is the right choice if your team wants to:

- Analyze multiple data sources to make informed decisions

- Include both digital and linear on a single proposal

- Transact electronically with agencies

- Streamline your workflow from WO Media Sales proposal creation to WO Traffic orders

- Close more business by maximizing efficiency to minimize selling time

WO Media Sales allows you to:

Improve efficiency by creating proposals for multiple markets, properties, and media types on a single order and submit to WO Traffic in real time

Reduce risk by analyzing current and historic sales data to optimize pricing, placement, and programming decisions, and post orders against ratings and impressions data to manage campaign commitments

Turn research into revenue by building trend and audience composition reports with ratings data, including the ability to create custom time blocks for detailed market reports

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

Nick Waller
Gray Television
Executive Vice President,
Co-Chief Operating Officer

WO Media Sales works seamlessly with WO Traffic to help your team:

Improve proposal quality with real-time WO Traffic data

- Gain visibility into inventory capacity to see real-time advertising unit availability

- Easily view historical rates while building avails and packages without going into other systems

Save time with a streamlined order process

- Access relevant account data from both systems with profile synchronization

- Reduce the need for manual data entry by creating orders in WO Traffic directly from proposals created in WO Media Sales

Get the full picture

- Understand where ad spots are running and how they're performing in real-time

- Aggregate delivery analysis across multiple orders

WO Media Sales works with multiple data sets from a variety of vendors

For research on estimated audience delivery

- Nielsen: Local Monthly and Local Dailies

- Comscore: Linear Local TV Audience Measurement

For importing rates

- Leverage ShareBuilders data to minimize data entry and optimize advertising rates

Optional paid modules available

For Market and Station Advertising Expenditure Insights
MarketScope to analyze competitor ad spend across markets using Media Monitors and Kantar Media data sets

Additional benefits

- Stay up to date with custom email reports containing Nielsen Local Dailies

- Determine order delivery metrics at-a-glance on your Delivery Dashboard

- Streamline inventory management across multiple markets and stations

- Efficiently create robust presentations with built-in tools for campaigns and research reports

WO Media Sales can also be utilized with other ad trafficking systems popular in the broadcast industry.

Please contact your WideOrbit sales representative for more information.

Learn more about WO Media Sales today

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