WIDEORBIT

WO NETWORK – ADU PREDICTION TOOL

Say hello to improved deal delivery by creating ADU packages en masse
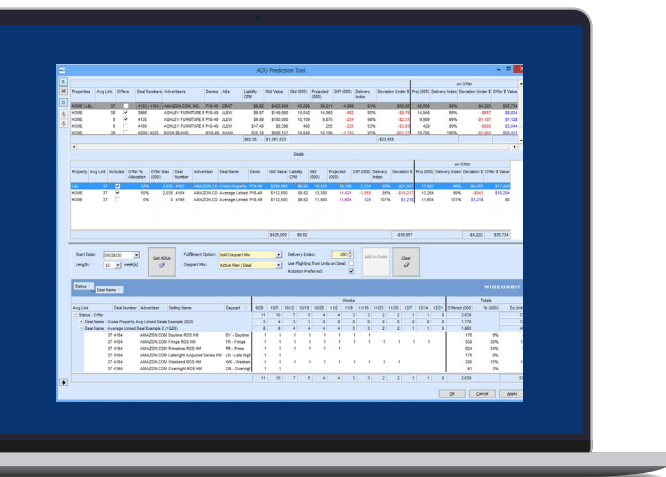

Maximize use of inventory with better unit placement based on projected delivery

Reduce liability by delivering on a deal's impression goals

Save time and money with automation to help plan and predict ADU requirements

Inventory yield management is paramount for TV networks in today's highly competitive advertising business. Under-delivering on campaigns increases liability, while over-delivering leaves money on the table.

A licensed feature of WO Network, WideOrbit's ADU Prediction Tool identifies the number of Audience Deficiency Units (ADUs) needed to deliver on a deal, based on criteria selected by the user, and suggests on which selling names and weeks those ADUs should be placed.

Once approved, ADUs are dynamically added to a deal directly from the ADU Prediction Tool.

WO Network - ADU Prediction Tool is the right choice if your team needs to:

Auto generate ADU offers en masse, based on selected criteria

Strategically utilize ADU inventory based on liability reduction goals

Boost profitability and reduce liability

General options

1. Start Date
Allows you to select a start week within a quarter. Defaults to the current quarter.

2. Length
Allows you to select up to an entire quarter for the offer.

3. Fulfillment Option
The Fulfillment Option will build an ADU recap package based on the under-delivering daypart mix or sold daypart mix.

4. Daypart Mix
Option to create daypart mix based on the quarter or deal from Active or Archived.

5. Delivery Index
Allows you to select the percentage of the delivery you wish, up to 120%.

6. Use Flighting from Units on Deal
Uses the flight dates from the units on the deal rather than the flights tab.

7. Rotation Preferred (Optional)
Allows you to allocate units to a "rotator" Selling Name first, otherwise defaults to highest internal estimates.