WIDEORBIT

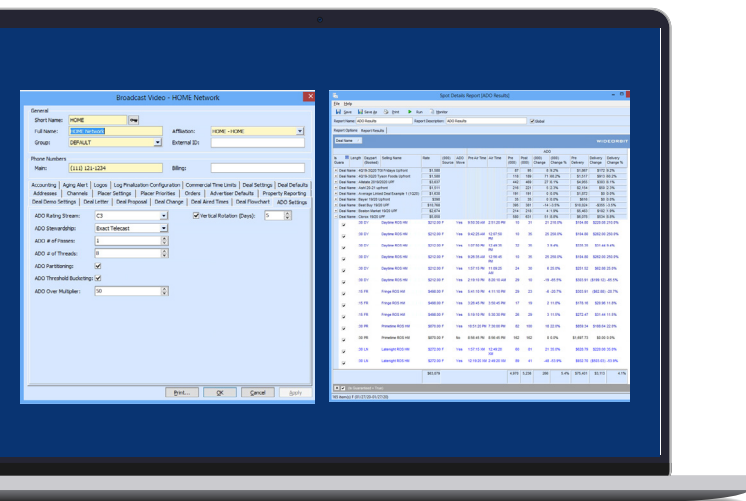## Say hello to maximized inventory value and reduced liability

Optimize unit placement on behalf of advertisers

Reduce liability by preventing shortfalls

Maximize inventory value by reducing the amount of Audience Deficiency Units

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.

Audience Delivery Optimizer (ADO) is a licensed module within WO Network that optimizes unit placement on behalf of advertisers, based on primary demographic and current delivery, reducing liability for the network while maximizing revenue return on delivered impressions.
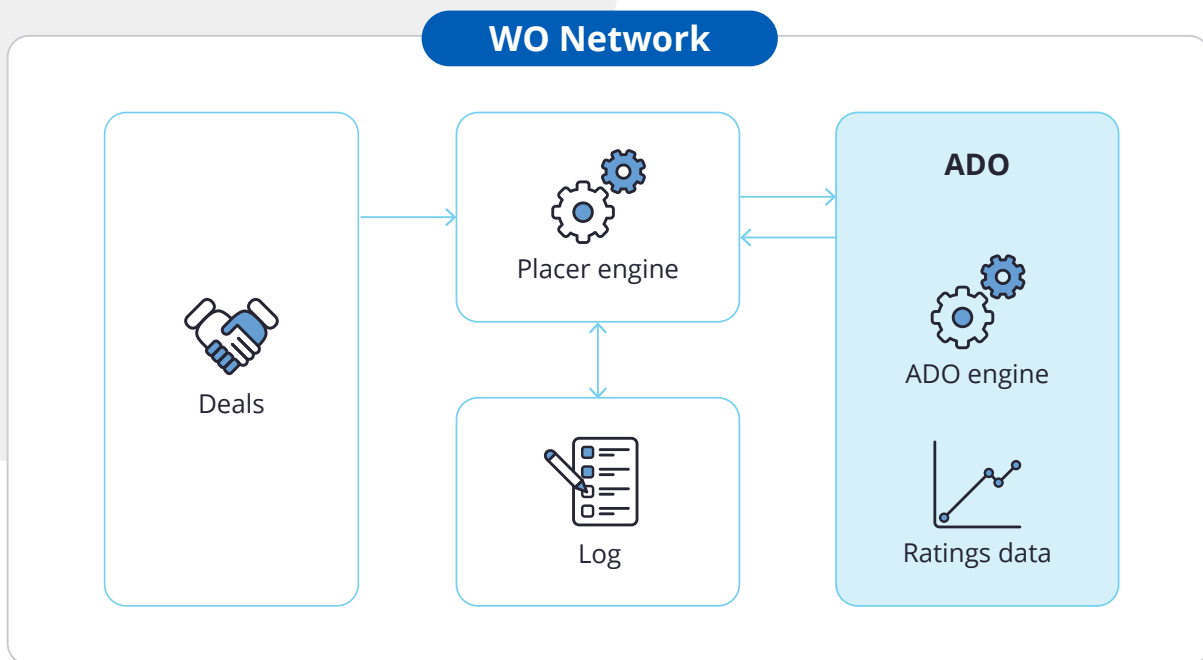
WO Network - Audience Delivery Optimizer is the right choice if your team needs to:

Assess unit-level delivery across guaranteed demographics to prevent shortfalls

Ensure deal constraints, separations, and locked spots are honored

Optimize placements for every advertiser based on projected audience delivery

Sell more inventory by hitting audience guarantees with fewer spots

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Deals → Placer engine → ADO

- Placer engine
- Log
- **ADO**
  - ADO engine
  - Ratings data

Prevent Under-Delivery to Reduce Liability and Prevent Over-Delivery to Maximize Revenue

Networks guarantee delivery of a set number of impressions as part of every deal. A shortfall results in financial liability that must be managed during the flight of the deal, while a surplus results in lost revenue on the impressions that exceed the guarantee, and for which the advertiser does not pay.

Challenges:

- Under-performing deals resulting in Audience Deficiency Units that must be made good
- Over-performing deals that result in lost revenue on surplus impressions
- Manual optimization is nearly impossible
- Traditional log placer engines do not factor in ratings data

To address these fundamental challenges, WO Network – Audience Delivery Optimizer reorganizes select unit placements to garner more impressions without materially sacrificing delivery of units on another deal currently running. Optimized placements are far less likely to either under- or over-deliver, resulting in reduced liability and maximized revenue.

Learn more about WO Network - Audience Delivery Optimizer today

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