

DR (DIRECT RESPONSE) AUTOMATION

Say hello to automated aggregation and electronic import of DR orders from DR agencies



Save time by importing DR orders from agencies through an established electronic path



Improve efficiency by eliminating emails and manual data entry



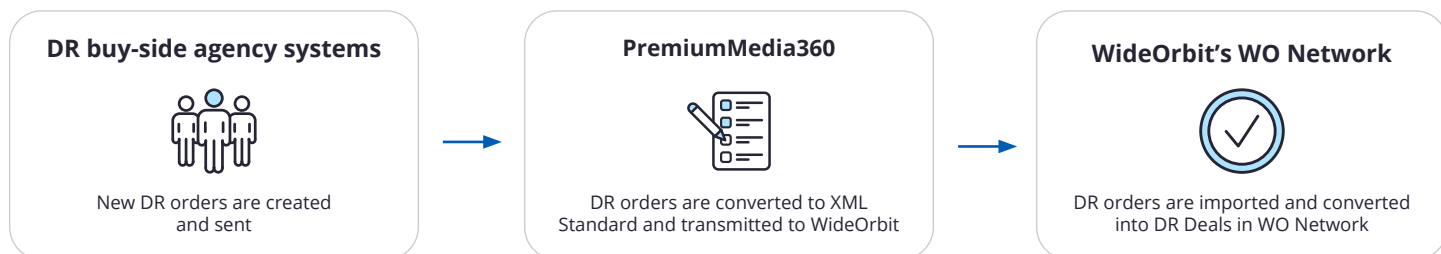
Reduce costly errors with automatic order validation and conversion to Deals in WO Network

Cable networks are challenged with inefficient workflows when it comes to receiving and importing DR orders from DR agencies. Emails and manual data entry between multiple systems create excessive complexity.

Integrating WideOrbit's WO Network commercial operations platform with PremiumMedia360's media communications system, DR Automation establishes an electronic path between DR agencies and cable networks. DR orders can be sent electronically through PremiumMedia360 to WO Network, and one-time mapping of agencies, advertisers, commonly sold DR dayparts, and time periods, allows networks to easily import DR orders using workflows similar to traditional network buys.

DR Automation is the right choice for your team if:

- You receive a large number of DR orders
- Automating your DR order workflow to improve efficiency is important
- Your team is used to processing traditional buys and wants a familiar workflow
- You need a comprehensive solution built by media experts



Contact PremiumMedia360 to learn more about DR Automation

info@premiummedia360.com | www.premiummedia360.com/contact-us
(800) 818-8314