

WO ORDER CONNECT

Say hello to a simplified order pipeline and streamlined makegood workflows

Consolidate order and makegood processes with status dashboards and system-to-system integrations

**Save time**

by syncing order and offer data to WideOrbit or third-party traffic systems

**Increase accuracy and reduce discrepancies**

by eliminating the need to manually enter orders

**Maximize transparency**

by syncing buyer and seller order versions with buy-side systems

184

John Davis

Y

ASSIGNED TO

AGENCY

Y

CLIENT

ADVERTISER

Y

PRODUCT

Y

STATION

Y

SALES REGION

Y

PRODUCT DESC

Y

PROPERTY

Y

START DATE

Y

END

Y

TOTAL

Y

BUYER ORDER

Y

STATUS

Displaying 10 items

john ad	Qa Test Agency	REI	Qa Test Advertiser	W135 / FR15	E17977	National	Qa Product	Duke TV	2/15/23	1/10/24	2/15/23	2/15/23	3/15/23	3/15/23	3/15/23	3/15/23	2/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/23	3/15/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Managing orders by email requires manual re-keying that's time consuming and prone to error. WO Order Connect provides a direct connection between traffic systems and buy-side systems, including Mediaocean, Freewheel Strata, and Hudson MX, enabling broadcast TV stations to manage orders and makegoods electronically.

WO Order Connect is right for your team if you need

- Direct import of order data from buy-side systems
- A single, comprehensive view of status updates on all orders and makegoods
- Faster approval times

Save time with streamlined order and makegood tracking

- Reduce discrepancies by sending/receiving orders electronically
- Easily connect orders between buy-side and traffic systems
- Minimize approval turnaround times with order statuses in one view

Manage orders and makegoods electronically

Order Connect Dashboards

Receive and monitor orders in Order Connect Dashboards. View new orders, details, and monitor status updates all in one place.

New & Revised Orders

[Assign AE](#)
[Confirm](#)
[Reject](#)
[Send Order to Traffic](#)
[Print](#)
[Export](#)

Drag a column header here to group by that column

ACTIVITY	QUICK ACTIONS	ORDER STATUS	TRAFFIC ORDER	ORDER REV #	TRAFFIC ORDER	ASSIGNED AE	AGENCY	ADVERTISER	CLIENT	PRODUCT	STATIONS
WOC9005400		Not Sent	00:00		Unassigned (Bob Seller)	External Agency	Trader Joe's	IS	CRS	8000-High	
WOC9005401		Not Sent	00:00		Unassigned (Bob Seller)	External Agency	Trader Joe's	IS	CRS	8000-High	
WOC9005402		Rejected	01:00	3666	Quoted Deb	Trade Agency CDD	Walmart/DCS	SSS	NAF	877104	
WOC9005403		Quoted-Not	00:00		Quoted Deb	External Agency	Apple/ALDI	25A	NAF	100A-CR	
WOC9005404		Requoting	00:00		Quoted Deb	Trading Tech/SEA	Through Tech/SEA	IS	NAF	877104	
WOC9005405		Requoting	00:00		Unassigned (Bob Seller)	External Agency	Domino's/Pizza	CONFIRM	DAI	98	
WOC9005406		Requoting	00:00		Unassigned (Bob Seller)	External Agency	Johnsons/Apple	LA&P	DAI	100A-CR	
WOC9005407		Requoting	00:00		Unassigned (Bob Seller)	External Agency	Finger's/Coffee	CONFIRM	QTY	88	
WOC9005408		Requoting	00:00		Unassigned (Bob Seller)	External Agency	Domino's/Pizza	CONFIRM	DAI	888888	
WOC9005409		Requoting	01:00	3612	Quoted Deb	Central Agency	LA/Google	LAC	NAF	877104	

Offers Requiring Your Attention

[Send to Buyer](#)
[Hide Unlinks from Dashboard](#)
[Create New Credit Bundle](#)
[Print](#)
[Export](#)

Drag a column header here to group by that column

OFFER	QUICK ACTIONS	ACT ORDER	ORDER STATUS	TRAFFIC ORDER	ORDER TYPE	ASSIGNED AE	AGENCY	ADVERTISER	CLIENT	PRODUCT	STATIONS
WOC9005451		Not Sent	00:00		Unassigned (Bob Seller)	External Agency	Trader Joe's	IS	CRS	8000-High	
WOC9005452		Not Sent	00:00		Unassigned (Bob Seller)	External Agency	Trader Joe's	IS	CRS	8000-High	
WOC9005453		Confirmed	06:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005454		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005455		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005456		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005457		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005458		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005459		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005460		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005461		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005462		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005463		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005464		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005465		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005466		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005467		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005468		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005469		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005470		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005471		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005472		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005473		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005474		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005475		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005476		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005477		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005478		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005479		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	
WOC9005480		Confirmed	18:22	164660	Quoted Deb	External Agency	Johns/ALDI	25A	NAF	877104	

Direct Buy-side Integrations

Increase accuracy by receiving orders directly from buy-side systems such as ABC OTV, Hudson MX, Mediaocean, and Freewheel Strata via WideOrbit's growing list of integrations.

Dashboard ORDERS Preferences

Orders > View Order > Offers > View Offer

WOC90053921 Offer 001 v1

Send To Buyer Confirm Recall Cancel Create New Offer View PDF Edit Comment

OFFER ORDER HEADER

Offer Status: Not Sent Status date: 1/19/23 12:47 PM COMMENT: This is an edit test.

Conditions: Create Date: 1/19/23 12:47 PM

Offer Type: Makegood Traffic Offer: Yes

	MISSED	OFFERED	DIFFERENCE	OLD TOTAL	NEW TOTAL
Total \$	100.00	100.00	-	9,600.00	9,600.00
# Spots	1	0	-	24	24
GDP	12.30	12.30	-	215.20	215.20
CPB	8.13	8.13	-		

BUYER REQUEST COMMENT:

LINE	PROGRAM	LENGTH	TIME	DAYS	RATE	RTG	GRP	CPB	JAN 23
1	Early Morning News	:30	6:00 AM-7:00 AM	MTWTFSS	100.00	12.3	12.3	8.13	1
2	Early Morning News	:30	6:00 AM-7:00 AM	MTWTFSS	100.00	12.3	12.3	8.13	1

Version History

All order versions are saved and listed for easy comparison of order totals, as well as program and price changes. Provides the flexibility to revert to previous versions.

DashboardORDERSPreferences

Orders > View Order

WOC90054850 [01.00]

ConfirmRejectPrint OrderView PDFSend to WO TrafficUnlink

Order Status: Opened - New AE: Unassigned (Bob Seller) Set AE: C/P/E: TJS / ORG / TJS-1stQuarterBuy

Traffic Status: Not Sent Start/End Dates: 03/06/23 - 03/26/23 Agency: External Agency

Traffic Order #: 161708 Property: DATE Advertiser: Trader Joe's

Buyer Order #: 161708 Primary Demo: [N] Adults 18-49 (RTG) Total Cost: \$11,850.00 (Cash)

LINEOFFERSREVISIONSHISTORYWO TRAFFIC APPROVALSCOMMENTS

Line Item 1

Line Item	Program	Spot Type	Spot / Punts	Time	Days	Cost	Total Cash	Total Punt	RTG	GRP	CPB	In Adults 18-49	Mark	Mark	Mark
1	Morning News	Normal	:30	6:00 AM-7:00 AM	MTWTF--	100.00	12	1,200.00	0.60	7.20	166.67	4	4	4	4
2	Noon News	Normal	:30	12:00 PM-1:00 PM	MTWTF--	575.00	6	3,450.00	1.20	7.20	479.17	2	2	2	2
3	Evening News	Normal	:30	5:00 PM-5:30 PM	MTWTF--	800.00	9	7,200.00	1.80	16.20	444.44	3	3	3	3

Line Item 2

Line Item	Program	Spot Type	Spot / Punts	Time	Days	Cost	Total Cash	Total Punt	RTG	GRP	CPB	In Adults 18-49	Mark	Mark	Mark
4	Morning News	Normal	:30	6:00 AM-7:00 AM	MTWTF--	100.00	12	1,200.00	0.60	7.20	166.67	4	4	4	4
5	Noon News	Normal	:30	12:00 PM-1:00 PM	MTWTF--	575.00	6	3,450.00	1.20	7.20	479.17	2	2	2	2
6	Evening News	Normal	:30	5:00 PM-5:30 PM	MTWTF--	800.00	9	7,200.00	1.80	16.20	444.44	3	3	3	3

Line Item 3

Line Item	Program	Spot Type	Spot / Punts	Time	Days	Cost	Total Cash	Total Punt	RTG	GRP	CPB	In Adults 18-49	Mark	Mark	Mark
7	Morning News	Normal	:30	6:00 AM-7:00 AM	MTWTF--	100.00	12	1,200.00	0.60	7.20	166.67	4	4	4	4
8	Noon News	Normal	:30	12:00 PM-1:00 PM	MTWTF--	575.00	6	3,450.00	1.20	7.20	479.17	2	2	2	2
9	Evening News	Normal	:30	5:00 PM-5:30 PM	MTWTF--	800.00	9	7,200.00	1.80	16.20	444.44	3	3	3	3

Seamless Integration with WO Traffic and WO Network

Bi-directional data transfer between WO Order Connect and WO Traffic or WO Network allows both the import of newly accepted orders and the export of makegoods to buyers, including electronic receipt of approvals/rejections.

Learn more about WO Order Connect today

TVSales@wideorbit.com | www.wideorbit.com
(415) 675 -6700

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