

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

ORDER ID	TRAFFIC ORDER ID	ORDER BY	AGENCY	CLIENT	ADVERTISER	PRODUCT	OFFERS	SALES REGION	PRODUCT DESC	PRODUCT ID	PRODUCT Y	SALES Y	START Y	END Y	TOTL Y	WTR ORDER ID	STATUS	
00.00	24881	john-ab	Qa-Tra Agency	881	Qa-Tra Advertiser	0100-19818	010077	National	Qa-Product	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24882	john-ab	Qa-Tra Agency	881	Qa-Tra Advertiser	0100-19818	010078	National	Qa-Product	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24924	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24925	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24926	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24927	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24928	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24929	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24930	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24931	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24932	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24933	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24934	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24935	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood
00.00	24936	john-ab	Qa-Tra Agency	881	1102 Test Advertiser	400	0100190000	Local	ADVERT-400	00000	00000	210021	18-24-00	210021	31620	88000	210021	Makegood

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**

LAST ORDER #	ORDER STATUS	ORDER STATUS	TRAFFIC ORDER #	OFFER TYPE	ADVERTISER AS T	AGENCY	ADVERTISER	CLIENT	PRODUCT	ESTIMATE
WOC0055020	New	Not Sent	00.00		Unassigned (Bob Seller)	External Agency	Trader Joes	TJS	ORG	8900-RSD
WOC0055020	New	Not Sent	00.00		Queue Zero	External Agency	Through The Sea	SEA	PLCM	DR220201
WOC0055020	Revised	Not Sent	01.00	3666	Queue Zero	Test Agency (GFC)	WideOrbit Tests	888	Flame	879734
WOC0055020	Open	Not Sent	00.00		Queue Zero	External Agency	Jones Audio	234	445	MANC,CPM
WOC0055020	Open	Not Sent	00.00		Queue Zero	External Agency	Through The Sea	SEA	PLCM	DF110202
WOC0055020	Open	Not Sent	00.00		Unassigned (Bob Seller)	External Agency	Dominos Pizza	00002	OUT	45
WOC0055020	Open	Not Sent	00.00		Unassigned (Bob Seller)	External Agency	Andrews Apparel	AAP	CDC	18230874
WOC0055020	Open	Not Sent	00.00		Unassigned (Bob Seller)	External Agency	Fogers Coffee	FCC	CFI	888
WOC0055020	Open	Pending	00.00		Unassigned (Bob Seller)	External Agency	Dominos Pizza	00002	OUT	88888
WOC0055020	Open	Revised	01.00	3615	Queue Zero	External Agency	La Colombe	LAC	FAZ	ME21496

### 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.

**WO Order Connect**

WOC90054850 [01.00]

LINE	OFFER	REVISIONS	HISTORY	WO TRAFFIC APPROVALS	COMMENTS
1	WOC90054850	01.00	01.00		
2	WOC90054850	00.00	01.00		

### 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.

**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: 1/10/23 12:47 PM | COMMENT: This is an edit test.

Condition: Create Date: 1/10/23 12:47 PM

Offer Type: Makegood | Traffic Offer: Yes

	MISSID	OFFERED	DIFFERENCE	OLD TOTAL	NEW TOTAL	BUYER REQUEST
Total \$	100.00	100.00	- 0.00	9,600.00	9,600.00	
# Spots	1	1	- 0	24	24	
GSP	12.30	12.30	- 0.00	215.20	215.20	
CPP	8.13	8.13				

LINE	PROGRAM	LENGTH	TIME	DAYS	RATE	RTG	GRP	CPP	JAN 23
M 1	Early Morning News	:30	6:00 AM - 7:00 AM	MTWTFSS	1000.00	12.3	12.3	8.13	1
G 1	Early Morning News	:30	6:00 AM - 7:00 AM	MTWTFSS	1000.00	12.3	12.3	8.13	1

### 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.

**WOC90056446 [00.00]**

Confirm | Reject | Print Order | View PDF | Send to WO Traffic | Unlink

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

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

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

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

LINE	PROGRAM	SPOT TYPE	SPOT LENGTH	TIME	DAYS	COST	TOTAL SPOTS	TOTAL COST	RTG	GRP	CPP	INJ ADULTS 18-49	MARK 6	MARK 11	MARK 20
1	Morning News	Normal	:30	6:00 AM-7:00 AM	MTWTF--	1000.00	12	1,200.00	0.60	7.20	166.67	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	475.17	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	

## Learn more about WO Order Connect today

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