

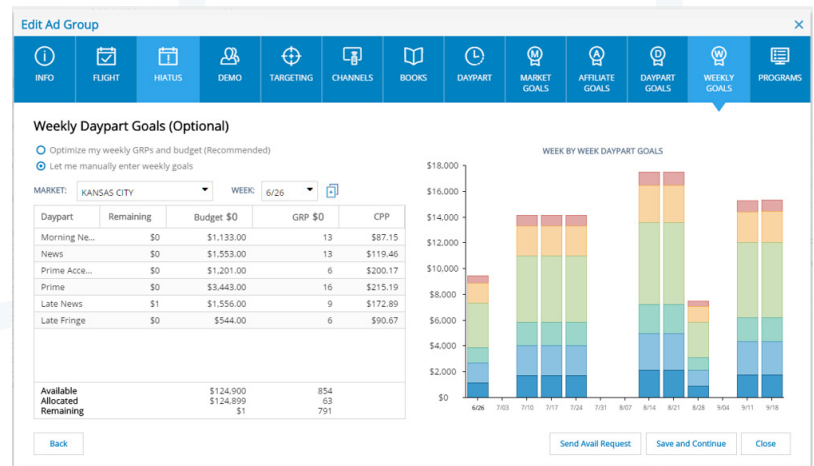
WO PROGRAMMATIC DIRECT

FOR BUYERS

The future of traditional TV and radio buying

Fragmentation within the media industry has made buying ads highly manual. Reaching out to stations, aggregating responses and creating optimal campaigns by market is time-consuming.

WO Programmatic Direct automates traditional TV and radio buying workflows. Our solution helps buyers seamlessly execute end-to-end orders and provides optimized results on campaigns.



BENEFITS



Streamlined ordering

Optimize orders based on campaign goals and submit orders across stations simultaneously. Manage creative instructions and delivery automatically.



Expansive audience reach

Buy premium inventory across the United States and tailor campaigns by audience, daypart, DMA and channel. Apply data to customize audience targeting.



Full transparency

Buy premium inventory from a trusted partner. Access negotiated inventory and on-demand reporting for aired spots from all stations within a campaign.

FEATURES

BYO Targeting • Campaign Optimization • Creative Management • Data Marketplace

Learn more about our offerings today

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