

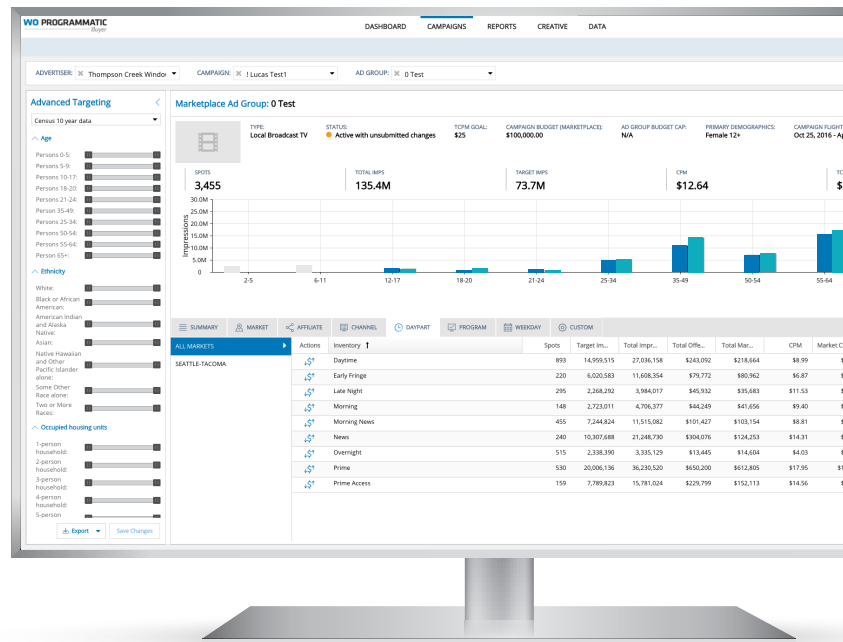
WO PROGRAMMATIC OPEN MARKETPLACE

FOR BUYERS

Omni-channel media buying at your fingertips

Buying television, radio and digital advertising is highly manual and requires many participants to execute orders. Layering in audience and pricing data adds another level of complexity to the campaign execution workflow.

WO Programmatic Open Marketplace gives media buyers an automated way to place bids across many different inventory types. The system allows buyers to discover a variety of data sets to make offers and optimize campaigns mid-flight.



BENEFITS



Opportunistic buying

Place bids based on your own valuation and utilize in-platform data to inform campaign decisions. Upload audience and pricing data to drive campaign goals.



Expansive reach

Simultaneously buy premium TV, radio, and digital inventory across the US. Optimize campaigns based on goals from program to DMA to custom audience.



Full transparency

Buy premium inventory from a trusted media partner. Access on-demand reporting for ordered spots pulled from the WideOrbit traffic system.

FEATURES

BYO Pricing • BYO Targeting • Campaign Optimization • Creative Management •
Data Marketplace • Program Exclusion

Learn more about our offerings today

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