

WO PROGRAMMATIC RADIO

FOR SELLERS

Automated radio advertising

Radio is still the most efficient method to reach listeners throughout the day. However, fragmentation and manual steps can limit demand opportunities and negatively impact value.

WO Programmatic Radio automates time consuming processes and increases demand for inventory by opening a new sales channel. Our diverse set of solutions help stations make it easier for buyers to buy while retaining control over bid acceptance and creative approvals.

Open Marketplace

Opportunistic buying approach. View and accept bids at your discretion with the option to pre-empt.

Private Marketplace

White-labeled version of Open Marketplace. Select participating buyers and control access to station inventory.

Direct

End-to-end automation of traditional radio workflow including avail requests, offers, proposals, orders and creative.

BENEFITS



Increase efficiency

Integration with *WO Traffic* enables end-to-end automation. Easily manage programmatic campaigns within the seller console and access data tools to inform decisions.



New demand

Instantly reach more buyers across the country. Since the platform is suitable for all types of buyers, sellers can centralize decision-making to increase competition for inventory.



Maintain control

Ultimately, it is up to the seller whether to accept a bid or an order from a buyer. Sellers are not required to accommodate any business they do not approve.

FEATURES

Creative Management • Dashboard • Order Management • Reporting

Learn more about our offerings today

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