

WO TRAFFIC - DIGITAL ORDERS

Say hello to managing digital and linear ads in parallel

Siloed ad operations make it difficult for media companies to manage inventory and deals across traditional and digital. Time spent on redundant, error-prone data entry, involving multiple systems and vendors, prevents the maximization of revenue potential. *WO Traffic - Digital Orders* enables broadcasters to sell, fulfill, invoice, and report on digital and cross-screen campaigns within their existing *WO Traffic* workflow. Billing is simplified by reconciling and invoicing linear and digital orders within a consolidated solution.

WO Traffic - Digital Orders will help you:



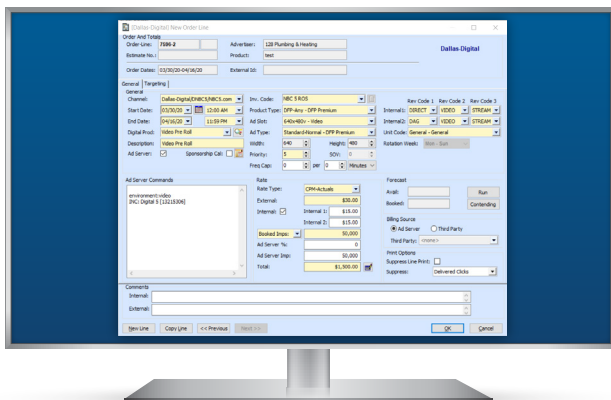
DRIVE CROSS-PLATFORM SALES Manage and execute cross-screen campaigns through a single ad operations system.



STREAMLINE AD OPERATIONS Eliminate redundant data entry for campaigns with spot and digital ad units. Reconcile and bill campaigns on one invoice.



UNIFY REVENUE REPORTING Create actionable reports with insights on linear and digital revenue performance.



WO TRAFFIC - DIGITAL ORDERS IS RIGHT FOR YOUR TEAM WHEN:

Duplicate data entry for spot and digital ad units is slowing you down

You need visibility into line-level inventory avails

Simplified and unified billing and reporting are must-haves

You need built-in integrations with Google Ad Manager, *WO Streaming*, and other popular solutions

Learn more about *WO Traffic - Digital Orders* today

CONTACT US

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