WO TRAFFIC INTERNATIONAL

Say hello to the leader in global media sales, traffic, and billing

Media companies are challenged by increased operational complexity in an ever-changing industry. New technology, platforms, and consumer behaviours contribute to that increasing complexity even as they present new and different revenue opportunities.

WO Traffic International is a customised version of WideOrbit's industry-leading *WO Traffic* platform, specifically tailored to meet the business needs of global media companies with regional requirements. An end-to-end solution built for the changing media landscape, *WO Traffic International* makes it easy to manage, execute, and optimise ad sales for any media type. Media companies can centralise operations on a shared technology platform with integrated solutions for comprehensive proposal and order management, including digital workflows.

WO Traffic International allows you to:

- Find peace of mind with the stability and reliability of a proven and trusted solution

- Reduce both risks and costs associated with integrating multiple, disparate solutions

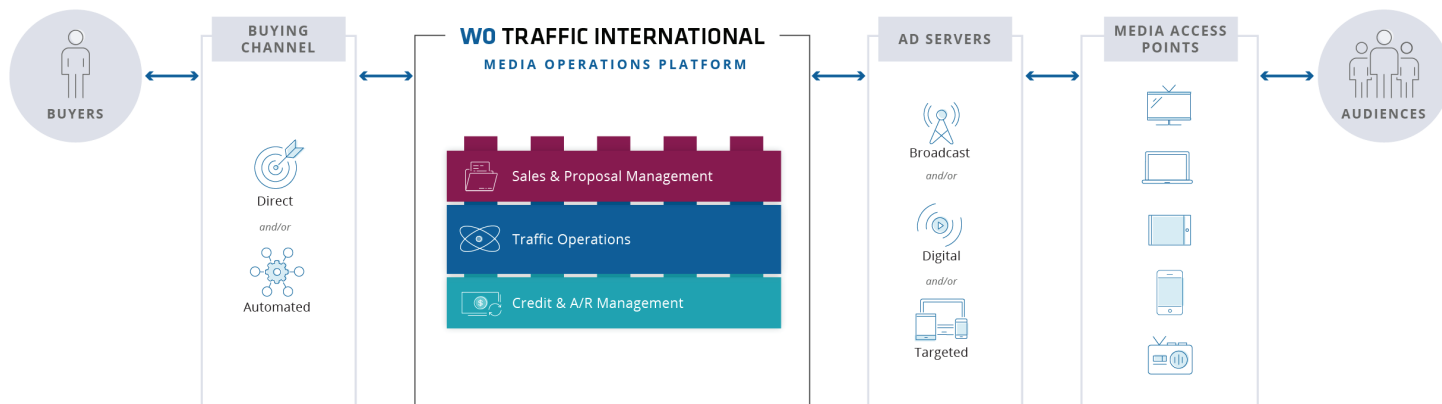- Improve efficiencies by centralising digital and linear ad operations

WO TRAFFIC INTERNATIONAL IS RIGHT FOR YOUR TEAM WHEN:

Centralising sales, traffic, and finance in a single media platform is important to you

You need a comprehensive solution built by media experts

High security and stability are critical priorities

You want a business partner more than a software vendor

A solid foundation for your Sales, Traffic, and Finance operations

Sales

Rate Cards and Ratings Estimates
Proposal and Order Management

Traffic

Log Preparation and Reconciliation
Ad Copy Management

Finance

Credit Management
Billing and Accounts Receivable

General Features

Real-Time Reports
Robust Security and Auditing
Multi-Currency and Language

To further streamline your business, *WO Traffic International* is tightly integrated with these WideOrbit Products

- *WO Airtimes*
- *WO Analytics*
- *WO Automation for Radio*
- *WO Order Connect*
- *WO Payments Suite*
- *WO Program*
- *WideOrbit Cloud*

Meet Placer, *WO Traffic International*'s Dynamic Ad Decisioning Engine

WO Traffic International's Placer determines optimal spot placement based on a wide set of variables.
- Customisable logic configurations to best match your business needs and constraints
- Provides both horizontal and vertical rotations
- Optimises spot placement for all advertisers, avoiding unfavourable positions and respecting conflicts
- Replicates and automates manual decisions, allowing users to focus on exceptions

Learn more about *WO Traffic International* today

CONTACT US

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