

ZINGX

Say hello to TV ad buying. Simplified.



Expand reach with simplified access to the wider audiences of broadcast TV



Optimize budgets by automatically reallocating impressions as spot air



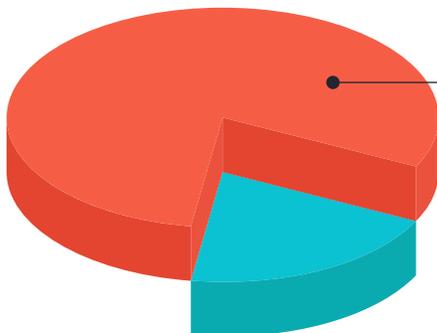
Boost digital conversions with brand awareness built via TV ads

ZingX™, WideOrbit's buy-side advertising platform, simplifies broadcast TV ad buying, with access to inventory from thousands of local stations across the US. Ad buyers, advertisers, and brands understand the value and effectiveness of broadcast TV advertising, but many struggle with the complexity of making traditional TV ad buys. With technology that automates transaction and campaign optimization processes, ZingX makes it easy to add local TV to your marketing mix.

With real-time feedback on offer acceptance, creative and credit approvals, airtimes, and delivery reporting, ZingX offers broader capabilities to help you expand reach, optimize campaign performance to meet impression, CPM, and budget goals, and improve return on ad spend for your clients.

ZingX provides:

- Easy access to broadcast TV advertising to expand audience reach
- The ability to buy linear TV ads using the same impression/CPM metrics you're used to
- A simplified alternative to traditional TV ad buying workflows and manual processes
- Automated optimization technology to achieve campaign impression, CPM, and budget goals

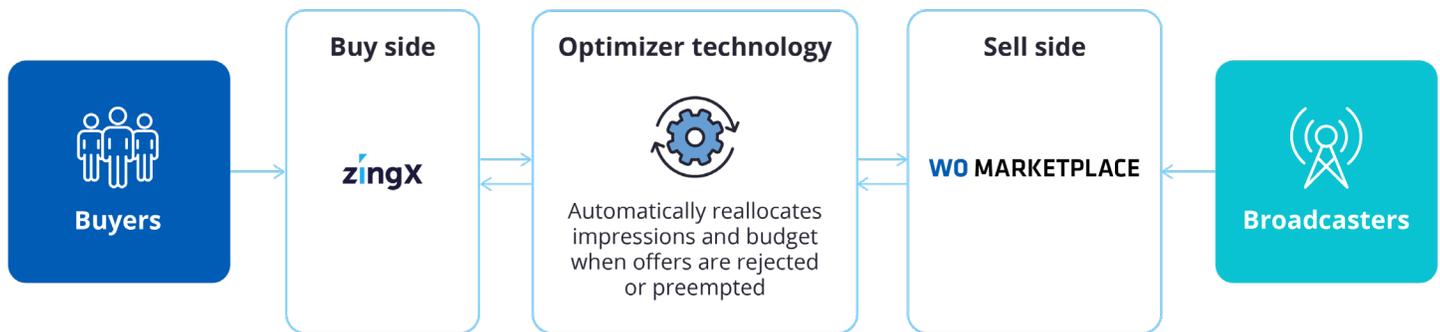


80% of of US consumers trust TV ads more than any other form of media

Expand reach with access to local broadcast TV audiences, nationwide

First to enable automatically optimized campaigns

ZingX's exclusive optimizer technology automatically reallocates impressions and budget within a campaign as offers are accepted/rejected, and as spots air or are preempted. The technology learns what rates stations will accept and provides CPM guidance to ensure your offer is within range. Spots are locked in one week in advance, giving you improved visibility into future ad spend and performance.



Impression-based buying

You're already accustomed to impression-based buying and ZingX speaks the same language, allowing you to target your audiences accurately and effectively.

Accurate airtime reporting

As TV stations reconcile logs, airtimes are automatically generated and shown against campaign goals. You can monitor campaigns at a high-level or dive deeper for more granular analysis, including weekly breakdowns of aired, accepted, and allocated impressions, with summaries by market, daypart, and affiliate.

WideOrbit knows advertising

With over 20 years in the industry, WideOrbit brings a Wider World approach to the buying and selling of linear and digital media advertising. Our solutions leverage automation to streamline transaction processes for both buyers and sellers, with best-in-class support services providing system help, education, and training. And it's our customers who have made us the leader in premium broadcast and digital advertising technology.

Contact us to learn more about ZingX

zingx@wideorbit.com | www.wideorbit.com/products/zingx
(415) 675 - 6700