

WO ANALYTICS CLOUD

Say hello to advanced business intelligence specifically built for broadcast media

Broadcasters need to glean actionable insights from complex data, assembled from multiple sources. Error-prone spreadsheets impede the in-depth analysis needed to measure performance and identify revenue opportunities, while third-party business intelligence (BI) tools often require large, upfront costs.

Built specifically for the media industry, *WO Analytics Cloud* is a cost-effective solution that eliminates the need for complex implementation. Our cloud-based BI software delivers key business metrics from your traffic system, down to the spot level, in a unified view across stations, markets, and platforms. Pre-built dashboards make it simple for any user to track pricing, revenue, and sales insights from their desktop or mobile device.

WO Analytics Cloud allows you to:



Access aggregated data across all departments, from anywhere



Analyze and improve business performance



Identify new revenue opportunities

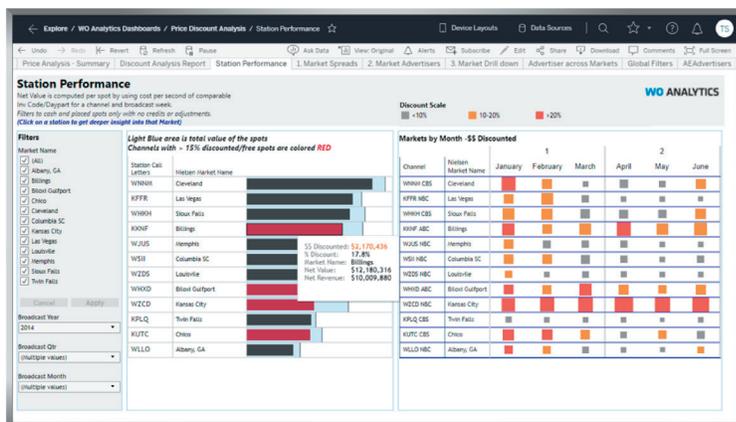
WO ANALYTICS CLOUD IS THE RIGHT CHOICE IF YOUR TEAM NEEDS TO:

Eliminate up-front implementation costs

Access up-to-date analytics remotely

Analyze inputs from multiple departments

Manually run reports



The business insights media operations need most

Media-First

Media specific KPIs

Mobile Enabled

Valuable insights from anywhere, on a mobile device

Multi-User

Supports multiple user accounts and permission levels

Flexible

High-level overview or drill-down analysis

Actionable Information

Pre-built and customizable dashboards

Configurable Data Lake

Build your own ad-hoc analysis in minutes

Extract, Transform, and Load (ETL)

Unlock your data

Data Sources

Drill down and share data with just a few clicks

Pre-Built Dashboards

Go beyond “what” happened to discover “how and why”

Analytics Server

Keep data up-to-date and easily accessible

Easy Deployment

Get your system up and running quickly

WO Analytics Cloud includes several pre-built dashboards to help your company analyze business performance, spot inefficiencies, and pinpoint new revenue

POLITICAL | PRICE DISCOUNT ANALYSIS | PREEMPT MONITOR | DAILY PACING SNAPSHOT | ADVERTISER PACE INSIGHTS | MORNING EDGE | PERIOD OVER PERIOD EXPLORER | AE 1 ON 1 | MARKET CHURN | MOBILE SKIMS

PRE-BUILT DASHBOARD SAMPLES

Price and Discount Analysis

Maximize revenue with data analysis to highlight excessive discounts and to identify product categories or advertisers with the most valuable bonus/ADU spots. This dashboard allows you to take a high-level view across markets and months to show all variables and relevant advertisers.

Advertiser Pace Insights

Use advertiser pacing data to identify whether large advertisers who have not yet bought are adhering to or breaking their normal buying pattern. In addition to identifying habitually late buyers, this dashboard also highlights how much new business your teams have brought in.

Period Over Period Explorer

Dynamic reporting tool for Executive and Sales management teams to analyze year-over-year trending data. Track major revenue contributors, such as product category, sales region, AE, daypart, etc., for a variety of metrics (i.e. booked or billable revenue, minutes or spots, etc.).



Learn more about *WO Analytics Cloud* today

CONTACT US

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