

WO TRAFFIC - DIGITAL ORDERS

Integrated digital ad management

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 with multiple systems and vendors keeps them from achieving maximum revenue potential.

Digital Orders enables broadcasters to sell, fulfill, invoice and report on digital and cross-screen campaigns within their *WO Traffic* workflow. Simplify billing by reconciling and invoicing linear and digital orders with a consolidated solution.

BENEFITS



Drive cross-platform sales

Manage and execute cross-screen campaigns through one 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.



Unified revenue reporting

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

FEATURES

Consolidated Billing • DoubleClick for Publishers Integration • Line-Level Inventory Avails • Revenue Reporting • *WO Streaming* Integration

Learn more about our offerings today

© 2019 WideOrbit Inc. WideOrbit® is a registered trademark of WideOrbit Inc. Other trademarks are the property of their respective owners. 032019

CONTACT US

TVSales@wideorbit.com | RadioSales@wideorbit.com

(415) 675-6700