

## WO UNIFIED SALES CONSOLE

### Media ad sales operations & optimization

The increasing complexity of media transactions has sales teams wasting time and energy juggling disparate systems. Inability to price across multiple channels, lack of visibility into potential conflicts, and blind selling through arbitrage can stifle inventory management and subsequent revenue growth.

*WO Unified Sales Console* streamlines this workflow by combining all sales tools into one comprehensive solution. Easily compare multiple demand sources in one place to optimize and sell against available and pending digital and linear inventory. Utilize easy-access information like inventory, rates, proposals, airtimes, and reporting to equip teams throughout the transaction process.

#### BENEFITS



#### Aggregate demand

Compare multiple demand sources brought right to you. Consider all available opportunity at once and maintain complete inventory control.



#### Simplify Workflow

Speed operations and eliminate unnecessary resources with unified functionality for direct and programmatic selling, built for convergence.



#### Maximize Revenue

Optimize inventory by leveraging key sales enablement tools. Coupled with full demand transparency, users can ensure they accept only the best deals – and leave the rest.

#### FEATURES

Agency Integration • Airtimes • Order Execution • Seller Optimization • Ratings and research

Learn more about our offerings today

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