

ADVANCED MEDIA ANALYTICS & CONSULTING

Actionable data with cutting-edge predictive and prescriptive pricing capabilities

As media companies attempt to keep up with the rapidly changing industry, data can become overwhelming and inefficiencies can cost significant time and money. To thrive, companies must leverage data to standardize best practices, optimize operations and regain control of pricing and inventory.

WideOrbit's robust business intelligence product, *WO Analytics*, and Revenue Analytics have joined forces to transform your rate card and deal pricing approach. Increase AE efficiency and drive revenue with a single source of aggregated data, easy-to-understand pricing insights for today and tomorrow, and customized next steps to take action.

RATE CARD OPTIMIZATION

Leverage a centralized pricing framework that mixes portfolio-wide strategy with granular market-level insights. Move from a once a week, high-level, manual process to a dynamic, segment-based pricing strategy.

DEAL PRICING

Combine Rate Card Optimization findings with advertiser behavior to generate actionable prices by proposal. Maximize overall revenue by migrating from gut-based pricing to optimal deal pricing that dynamically considers RFP inputs and customer attributes.

WO Analytics + Revenue Analytics can help grow your revenue by 7%+



DESCRIPTIVE
What happened?
Foundation



DIAGNOSTIC
Why did it happen?
0.5% - 1% Growth



PREDICTIVE
What might happen?
1% - 2% Growth



PRESCRIPTIVE
What should we do?
2% - 4% Growth

CONTACT US

WIDEORBIT

TVSales@wideorbit.com | RadioSales@wideorbit.com
415.675.6700

REVENUE ANALYTICS

info@revenueanalytics.com
404.948.6016