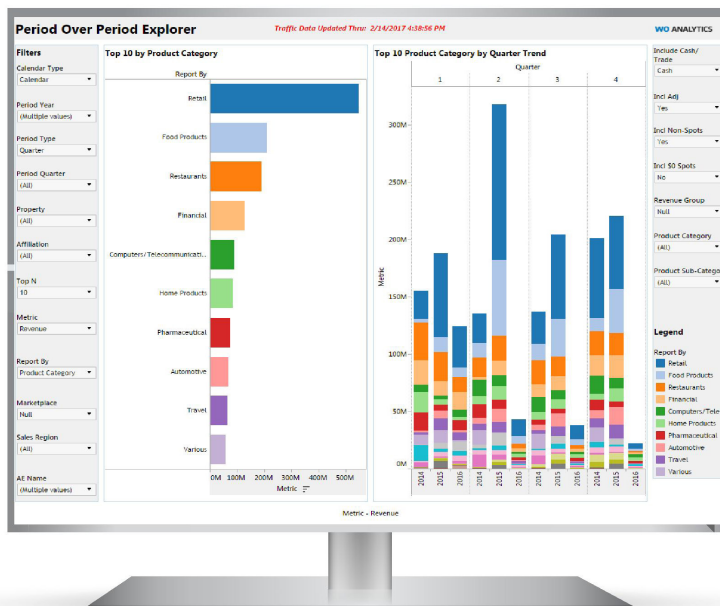


WO ANALYTICS ENTERPRISE

Advanced media business intelligence

Media companies struggle to gain actionable insights from complex data siloed across departments and systems. They face lost revenue opportunities and overly complicated reporting.

WO Analytics Enterprise consolidates and analyzes all relevant data from WideOrbit and third-party systems in a single, normalized database for a unified view across channels, markets, and platforms. Pre-built and customizable dashboards make it simple for any user to pinpoint new revenue opportunities, spot inefficiencies, and analyze business performance.



”

“We have experienced immediate ROI simply on the time saved that we used to spend aggregating data from multiple systems and trying to deliver it in a comprehensive and useful format.”

- JOHN GRAEFE, CIO / Vice President of Information Technology, Entercom Communications

BENEFITS



Aggregate granular data across the company

Transform data from traffic, sales, and financial systems into powerful KPIs and custom dashboards.



Identify new revenue opportunities

Improve pricing strategy with detailed price discount analysis insights at every level.



Analyze business performance

Analyze industry-specific insights like spot revenue leakage, excessive discounts, and unresolved pre-empts.

FEATURES

- Daily Pacing Data • Daily Report of Top Orders and Preemptions • Pre-built Dashboards • Pre-built ETL • Mobile Reporting

Learn more about our offerings today

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