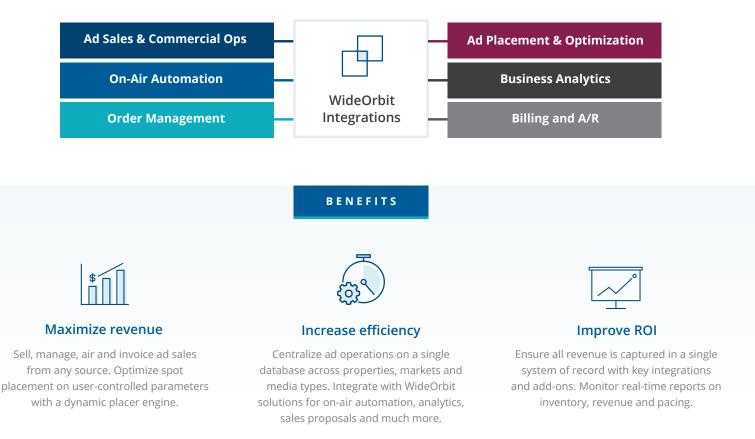**WO TRAFFIC**

FOR RADIO

Traffic & billing software

The ever-changing media industry challenges radio broadcasters with increasing operational complexity. New technology, platforms and listening behaviors bring new and different revenue streams, making it harder to sell media than ever before.

WO Traffic is an end-to-end solution built for the changing radio landscape, making it easy for stations to manage, execute and optimize ad sales for any media type. Station groups can unite operations on a shared technology foundation with integrated solutions to drive efficiencies, reduce costs and maximize revenue.

Ad Sales & Commercial Ops		Ad Placement & Optimization
On-Air Automation	WideOrbit Integrations	Business Analytics
Order Management		Billing and A/R

BENEFITS

Maximize revenue

Sell, manage, air and invoice ad sales from any source. Optimize spot placement on user-controlled parameters with a dynamic placer engine.

Increase efficiency

Centralize ad operations on a single database across properties, markets and media types. Integrate with WideOrbit solutions for on-air automation, analytics, sales proposals and much more.

Improve ROI

Ensure all revenue is captured in a single system of record with key integrations and add-ons. Monitor real-time reports on inventory, revenue and pacing.

FEATURES

Credit & Accounting Management • Data Export • Digital Ad Management • Extensive Integrations • Network & Barter Management • Placer Engine • Programmatic Ad Marketplace • Revenue Collection • Spot & Log Management

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Learn more about our offerings today

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