

## WO DIGITAL HUB

### Digital order management system

Publishers have multiple properties and ad servers yet need to track orders and invoices across multiple systems. This burden results in error-prone tasks that keep them from selling and collecting invoices quickly.

*WO Digital Hub* unites sales, ad ops and finance on a single solution to simplify complex workflows. Flexible integrations keep data transparent and consistent across the organization, increasing efficiency and driving revenue growth.



#### BENEFITS



##### Simplify ad sales operations

Automate order push, pricing rules, proposal approvals and reporting. Easily generate and deliver accurate invoices with automated billing.



##### Centralize key business information

Provide company-wide access to product catalogs, inventory avails, approvals, delivery data and rate cards. Integrate with CRM, ad serving and accounting systems.



##### Optimize yield

Uncover the most profitable ways to bundle inventory. Generate revenue forecasts and package performance reports.

#### FEATURES

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

Learn more about our offerings today

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