

WO MEDIA SALES

FOR TV

TV ad sales operations & proposal solution

Sales teams are eternally challenged to generate proposals quickly in response to demanding clients. Inaccurate or outdated information slows execution time and siloed sales systems add to the complexity.

WO Media Sales empowers TV sales teams with a full suite of tools to build proposals leveraging real-time account information, inventory availability, audience research and delivery metrics. Integration with *WO Traffic* and other popular ad trafficking systems extends data consistency across linear and digital.



“WO Media Sales helps streamline workflow for our AEs and provides us with better insight and control across the entire sales process.”

- **NICK WALLER**, *Executive Vice President, Gray Television*

BENEFITS**Increase sales team efficiency**

Create proposals addressing multiple properties, markets and media types on a single order. Post orders to *WO Traffic* in real time.

**Reduce business risk**

Analyze current and historic sales data to optimize pricing, placement and programming decisions. Post orders against ratings data to manage campaign commitments.

**Turn research into revenue**

Build trends and audience composition reports with Nielsen or comScore data. Create custom time blocks for detailed market reports.

FEATURES

Daily Overnights • Delivery Dashboard • Expenditure Data • Multi-Market Inventory •
Nielsen and comScore Reports • *WO Traffic* Integration

Learn more about our offerings today

© 2018 WideOrbit Inc. WideOrbit® is a registered trademark of WideOrbit Inc. Other trademarks are the property of their respective owners. 032018

CONTACT US

TVSales@wideorbit.com

(415) 675-6700