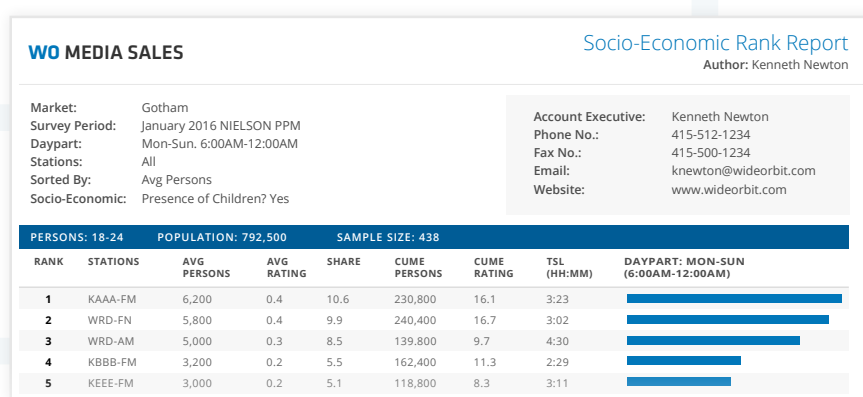


## WO MEDIA SALES FOR RADIO

### Radio 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 Inaccurate or outdated information slows execution time and siloed sales systems add complexity.

*WO Media Sales* empowers radio 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* extends data consistency across linear and digital.



### BENEFITS



#### Increase sales team efficiency

Create proposals that combine 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 data to optimize pricing, placement and programming decisions. Monitor the deal pipeline to ensure stations meet budget expectations.



#### Turn research into revenue

Identify trends with Nielsen audio data. Build reports using custom dayparts, geographies and demos.

### FEATURES

Multi-Market Inventory • Nielsen Audio Reports • Socio-Economic Reports • Targeting • *WO Traffic* Integration

Learn more about our offerings today

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