

WO PROGRAMMATIC DIGITAL AUDIO FOR SELLERS

Automated selling for digital audio

The digital audio community is growing exponentially and providers struggle to fully monetize their valuable audiences. Brands and agencies increasingly look to secure inventory quickly with programmatic marketplaces.

WO Programmatic Digital Audio lets buyers use data to target audiences and automates ad transactions for greater efficiency. Our solution generates new demand and competition for inventory, increasing overall yield for sellers.



“While we expected to see CPM growth for our digital audio ad inventory, we were pleasantly surprised to see an increase of more than 50%.”

- ERIC GARCIA, GM / Radio Revenue Chief, Spanish Broadcasting System (SBS)

BENEFITS



Simple and flexible

Auction unsold inventory (RTB) or execute direct deals (Deal ID). Transact through direct sales, ad network partners and programmatic from a single place.



Maintain control

Monitor pricing and overall revenue. Set price floors and define blacklists by category and advertiser.



Increase digital revenue

Boost CPMs with new demand and competition for inventory. Grow ad dollars from unsold spots.

FEATURES

Advertiser Blacklist • Campaign Language • Category Separation & Blacklist • Deal ID • Geo-Targeting • Price Floors • Real-Time Bidding

Learn more about our offerings today

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CONTACT US

RadioSales@wideorbit.com

(415) 675-6700