

## WO MEDIA SALES

# Say hello to streamlined TV ad proposal management and sales

In a constantly evolving media landscape, sales teams are perpetually challenged to generate multi-platform proposals quickly. Inaccurate or outdated information and inefficient workflows can slow execution time while siloed sales systems add excessive complexity.

*WO Media Sales* empowers TV advertising sales teams to build both linear and digital proposals by leveraging real-time account information, inventory availability, audience research, and delivery metrics. Your teams will have the ability to efficiently construct and submit orders to *WO Traffic*, as well as post ratings information against orders.

### *WO Media Sales allows you to:*



Improve efficiency by creating proposals for multiple markets, properties, and media types on a single order and submit to *WO Traffic* in real time



Reduce risk by analyzing current and historic sales data to optimize pricing, placement, and programming decisions, and post orders against ratings and impressions data to manage campaign commitments



Turn research into revenue by building trend and audience composition reports with ratings data, including the ability to create custom time blocks for detailed market reports



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

**NICK WALLER** Gray Television  
Executive Vice President, Co-Chief Operating Officer

### **WO MEDIA SALES IS THE RIGHT CHOICE IF YOUR TEAM WANTS TO:**

Analyze multiple data sources to make informed decisions

Include both digital and linear on a single proposal

Transact electronically with agencies

Streamline your workflow from *WO Media Sales* proposal creation to *WO Traffic* orders

Close more business by maximizing efficiency to minimize selling time

*WO Media Sales* works seamlessly with *WO Traffic* to help your team:

**Improve proposal quality with real-time *WO Traffic* data**

- Gain visibility into inventory capacity to see real-time advertising unit availability
- Easily view historical rates while building avails and packages without going into other systems

**Save time with a streamlined order process**

- Access relevant account data from both systems with profile synchronization
- Reduce the need for manual data entry by creating orders in *WO Traffic* directly from proposals created in *WO Media Sales*

**Get the full picture**

- Understand where ad spots are running and how they're performing in real-time
- Aggregate delivery analysis across multiple orders

*WO Media Sales* works with multiple data sets from a variety of vendors.

**For Research on Estimated Audience Delivery**

- Nielsen: Local Monthly and Local Dailies
- Comscore: Linear Local TV Audience Measurement

**For Importing Rules**

- Leverage ShareBuilders data to minimize data entry and optimize advertising rates

**OPTIONAL PAID MODULE AVAILABLE**

**For Market and Station Advertising Expenditure Insights**

- MarketScope to analyze competitor ad spend across markets using Media Monitors and Kantar Media data sets

**ADDITIONAL BENEFITS**

- Stay up to date with custom email reports containing Nielsen Local Dailies
- Determine order delivery metrics at-a-glance on your Delivery Dashboard
- Streamline inventory management across multiple markets and stations
- Efficiently create robust presentations with built-in tools for campaigns and research reports

Learn more about *WO Media Sales* today

CONTACT US