WIDEORBIT | Say hello to a Wider World™

WO AD EXCHANGE

Digital audio, say hello to automated access to advertiser demand

The audience for digital audio is growing exponentially but producers and sales teams struggle to fully monetize their valuable listener communities. At the same time, brands and agencies increasingly look to secure inventory quickly with programmatic marketplaces.

WO Ad eXchange helps content creators automate ad transactions, while allowing buyers to efficiently aggregate and purchase inventory. With advanced targeting and support for both publisher direct sales and real-time bidding, *WO Ad eXchange* provides access to new demand for inventory, increasing overall yield for sellers.

WO Ad eXchange automates sales processes so you can easily:

Increase digital ad revenue

Auction unsold inventory

Control pricing, category, and advertiser rules

WO AD EXCHANGE IS THE RIGHT CHOICE WHEN YOUR TEAM MANAGES:
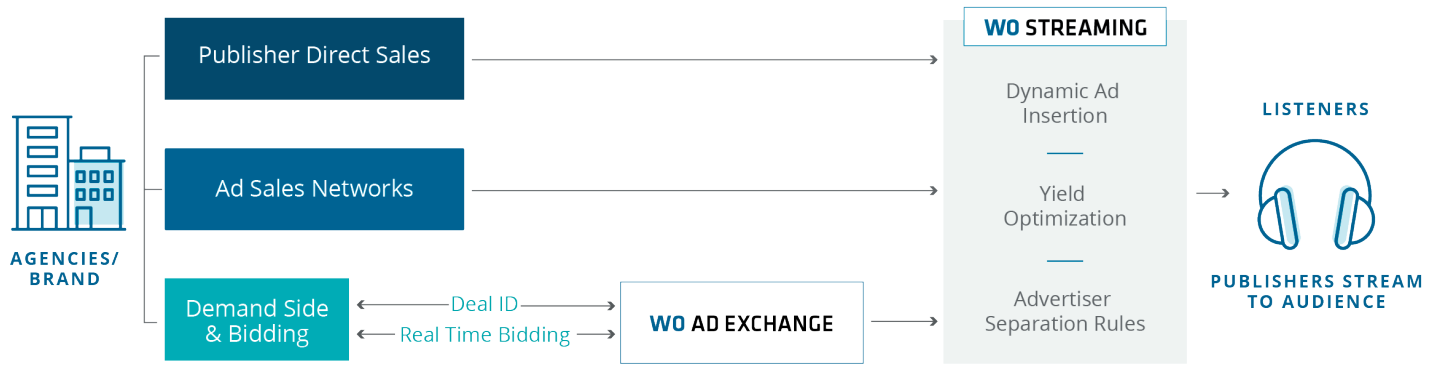
Unsold inventory

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Digital ad revenue

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Direct deals, ad networks, and programmatic

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Price floors and advertiser/category blacklists

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DYNAMIC AD INSERTION AND YIELD OPTIMIZATION

Sell more, sell faster, sell better

Integration with WideOrbit's *WO Ad eXchange* platform, over the industry standard OpenRTB protocol, allows for order prioritization across all sales channels with immediate bid initiation for unsold inventory.

Yield Optimization:

WO Ad eXchange leverages a proprietary holistic yield optimization algorithm that uses Machine Learning and Artificial Intelligence to evaluate bid responses from each of our premium demand partners, maximizing yield for every impression delivered.

Direct Integration:

WO Ad eXchange connects directly with *WO Streaming* and *WO On Demand*, so direct deals and winning bids are inserted into live streams and on-demand content within seconds of receipt.

Simple Management

Impressions are recorded in near real-time upon confirmed ad insertion, allowing for optimal inventory yield management. Direct deals with a minimum floor price or a fixed price are also supported.

Add Value for Buyers with *WO Ad eXchange:*

Advanced Targeting Target by station, format, genre, geography, demographic, on demand channel, and device

Non-Skippable Ads Allow buyers to reach engaged digital audiences with brand-safe, non-skippable ads

3rd Party Impression Logging Capture impressions from audio ads and companion banners on third-party sites

Advertiser Separation Rules Customized separation rule definitions

Advertiser Blacklist Reduce liabilities and automate brand safety guidelines

Say hello to a Wider World with a leading Demand Side Platform (DSP):

And some of the industry's biggest Supply Side Platforms (SSPs):

Compliant with IAB Digital Audio Ad Serving Template (DAAST) and Video Ad Serving Template (VAST) specifications, WO Ad eXchange delivers hundreds of millions of impressions each month.

Learn more about *WO Ad eXchange* today

CONTACT US

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