

## Integration with WO Traffic Digital Order - User Guide

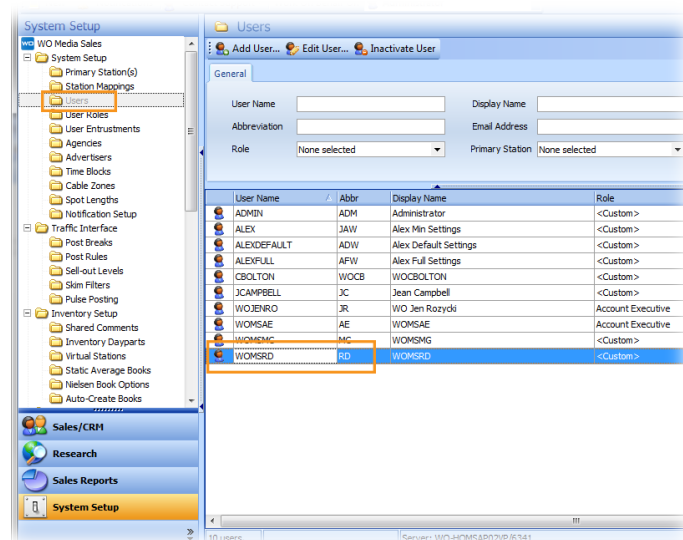
The integration of *WO Media Sales* and *WO Traffic Digital Orders* will allow proposing and ordering TV and radio air time spots along with internet ads from within *WO Media Sales*.

**Digital Orders** can now be added as part of a standard broadcast campaign. Users now have access to digital products from *WO Traffic Digital Orders* to create and send electronic orders containing lines for both Internet and Streaming properties/channels.

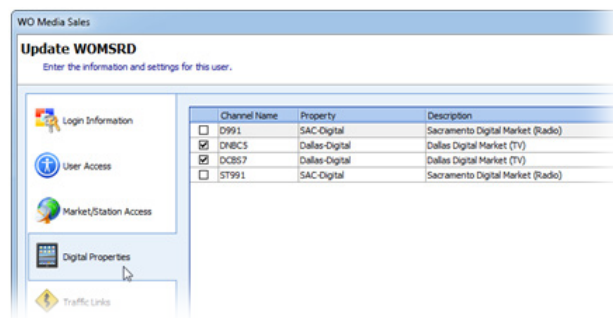
**To use this feature:**

### Set up users

An administrator must first give users rights to **Digital Properties**. Click the **System Setup** task shortcut in the left navigation panel and click **Users** under the **System Setup** folder. Find and double-click the user's name.



When the **Update User** wizard opens, the appropriate properties must be tagged from the **Digital Properties** tab. This must be done individually for each user.



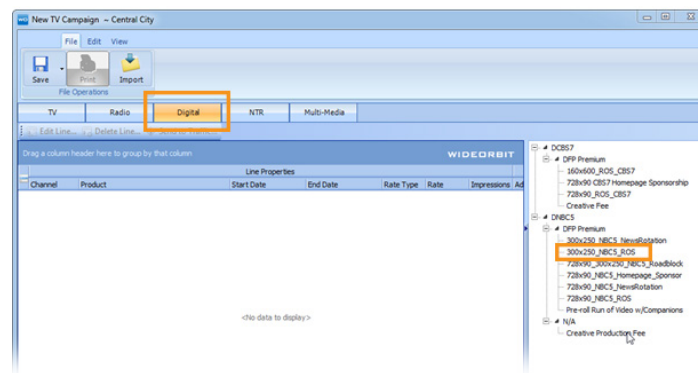
## Working with Digital Orders in a campaign

Create a new TV or radio campaign (or open a previously created one). When the campaign opens, select the **Digital** tab.



**Tip:** The new **Digital** tab replaces the **Internet** tab when the **Digital Orders** feature has been enabled.

The Digital channels and their subsequent products pull directly from *WO Traffic* and display in the right panel where inventory is normally found. Double-click on a digital product. This will invoke the **Digital Orders Line** dialog.



## The Digital Orders Line dialog

The **Product Property** fields are automatically populated with the information from *WO Traffic* and cannot be edited from within *WO Media Sales*.

Fill in the required fields, which are displayed in yellow under **Line Properties**. The **OK** button will remain disabled until the required fields have been filled in.

The **Start Date/Time** and **End Date/Time** will be prepopulated with the beginning and end of the campaign and should be edited to be specific to the **Digital Order Line(s)** being created.

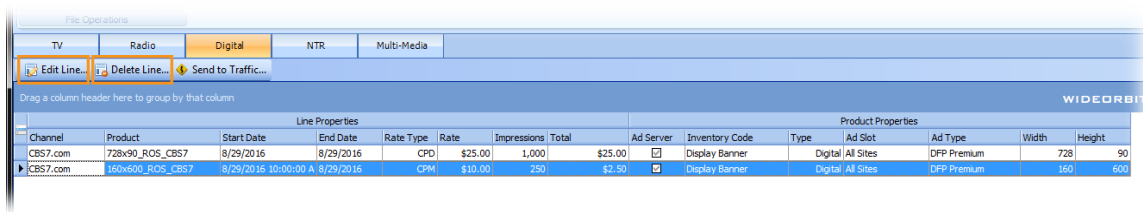
Select a **Rate Type** of **CPM** (Cost-per-Thousand/Impression Based), **CPC** (Cost-per-Click), **CPD** (Cost-per-Day) or **Flat Fee**. Input a rate for the **CPM**, **CPC** or **CPD**. If **Flat Fee** was selected, enter a **Total Amount**. The **Total Amount** will automatically calculate if the **Rate Type** is **CPM**.

Enter the impression goal in the **Impression** field, if applicable.

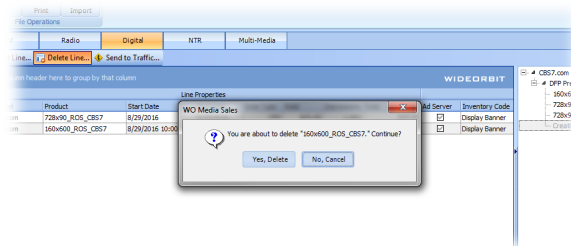
The **Internal Comments** will not show up on the grid, but will be delivered to *WO Traffic* when the order is sent over.

## Editing and deleting

Once placed, **Digital Order Lines** can be edited or deleted. Highlight the line to be updated and click **Edit Line**. The **Digital Order Line** dialog opens and **Line Properties** can be changed.

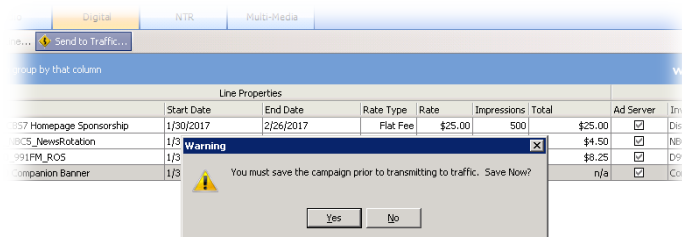


To remove a line, highlight it and click **Delete Line**. A warning message asks for confirmation of the deletion. Click **Yes, Delete**.

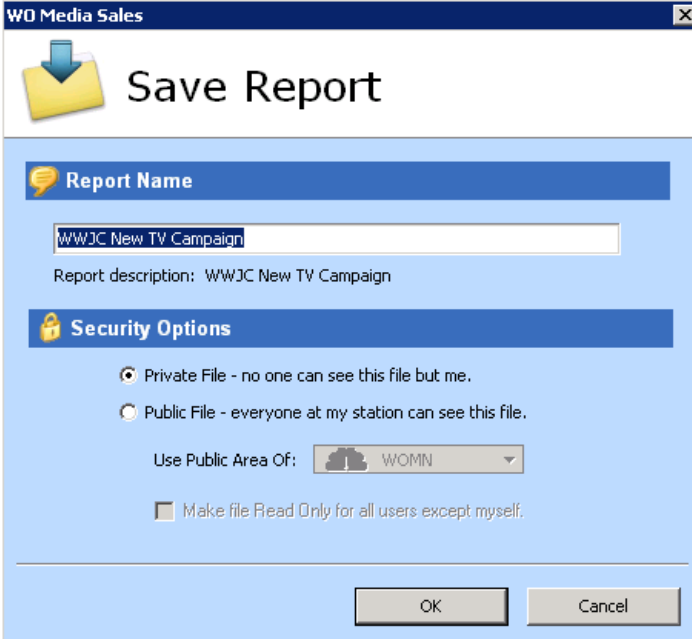


## Sending to Traffic

When the order is complete, click **Send to Traffic**. The system will alert the user to save before transmitting to traffic if the campaign has not yet been saved. Click **Yes** to save the campaign.



The **Save Report** dialog is presented. Give the report a name and click **OK**.



The image shows a 'Save Report' dialog box from the 'WO Media Sales' application. It has a title bar with the application name and a close button. Below the title bar is a yellow folder icon with a blue arrow pointing down. The main title 'Save Report' is in a large, bold font. The dialog is divided into two main sections: 'Report Name' and 'Security Options'. The 'Report Name' section has a text input field containing 'WWJC New TV Campaign' and a label 'Report description: WWJC New TV Campaign'. The 'Security Options' section has two radio buttons: 'Private File - no one can see this file but me.' (which is selected) and 'Public File - everyone at my station can see this file.'. Below these is a dropdown menu labeled 'Use Public Area Of:' with 'WOMN' selected. There is also a checkbox labeled 'Make file Read Only for all users except myself.' which is unchecked. At the bottom right are 'OK' and 'Cancel' buttons.

The **Digital Order** is on its way and a confirmation dialog is displayed assuring the order has been sent to the **EC Grid**:



The image shows an 'Information' dialog box. It has a title bar with the word 'Information' and a close button. Below the title bar is an information icon (a lowercase 'i' in a circle). To the right of the icon is the text 'Your order for Campaign #200 was added to EC grid in WO Traffic'. At the bottom center is an 'OK' button.



**Tip:** Processing the order will send it to the appropriate ad server.

## Work flow tips

- The logged in *WO Media Sales* user (or the “Work on behalf of:” user) must be linked to a traffic user in *WO Media Sales* in order for the **AE Name** and **Sales Office** to be sent to the **EC Grid**
- **Digital Orders** are sent to **EC Grid** separately from a TV/Radio order, so there is a separate **Send to Traffic** action for each
- **Digital Orders** does not map any fields going into the **EC Grid**; this may be done in a future release

## Requirements

- Users must be licensed for *WO Digital Orders*
- Users must be on *WO Media Sales* version 6.9.1 or better
- A **System Setting** feature must be applied by *WO Media Sales* support to enable **Digital Orders**
- Users must be on *WO Traffic* 9.0 or better
- Users must have BlackBox 7.3b or better

## Moving forward

To learn more about **Enhanced EC**, see the following Quick Tips in *WO Media Sales*:

- *Enhanced EC - Welcome to Enhanced EC*
- *Enhanced EC - Quick Start Guide*
- *Enhanced EC - Inventory Mapping*

Or check out the following video tutorials:

- *Campaigns - Sending EC Orders - Chapter 1*
- *Campaigns - Sending EC Orders - Chapter 2*

If you have any questions or concerns, call or email *WO Media Sales*.

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