WO MEDIA SALES

WIDEORBIT
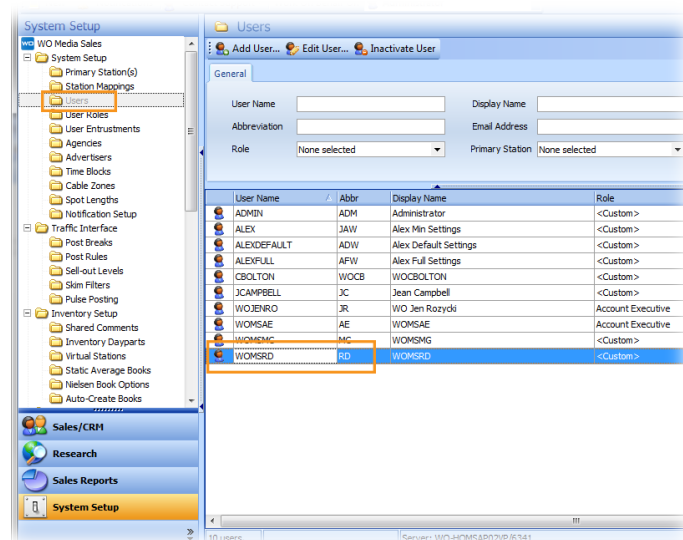
Integration with WO Traffic Digital Order - User Guide

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.
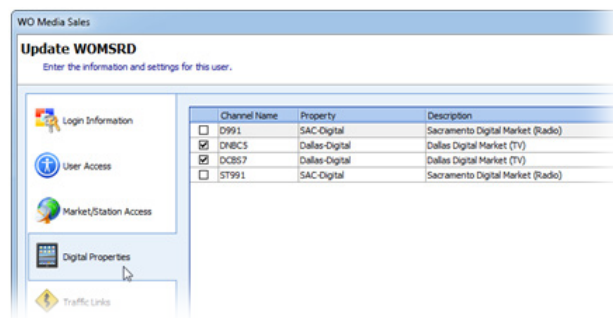
To use this feature:

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.
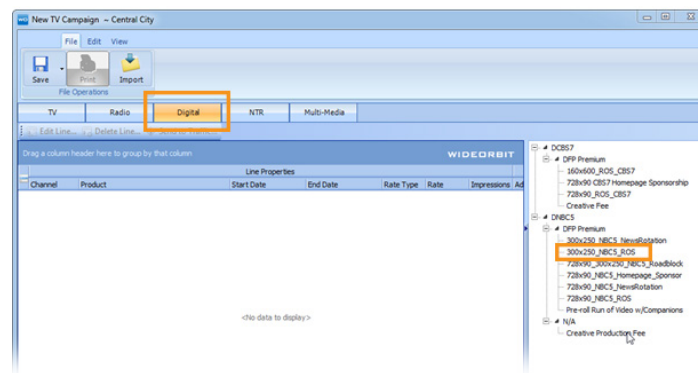
Working with **Digital Orders** in a campaign

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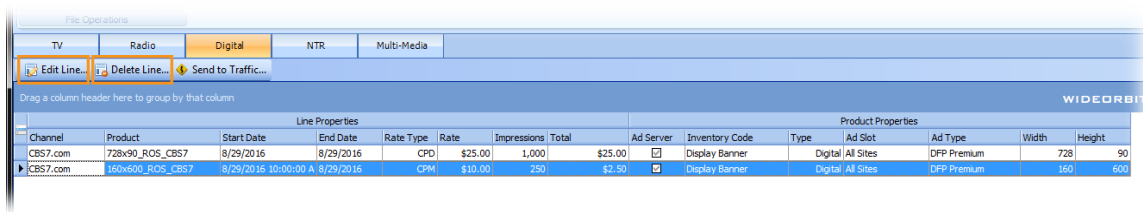
Select a **Rate Type** of **CPM** (Cost-per-Thousand/Impression Based), **CPC** (Cost-per-Click), **CPD** (Cost-per-Day) or **Flat Fee**. Input a rate for the **CPM, CPC** or **CPD**. If **Flat Fee** was selected, enter a **Total Amount**. The **Total Amount** will automatically calculate if the **Rate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

Enter the impression goal in the **Impression** field, if applicable.
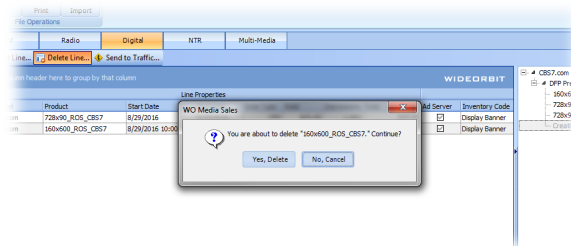
The **Internal Comments** will not show up on the grid, but will be delivered to *WO Traffic* when the order is sent over.

Editing and deleting

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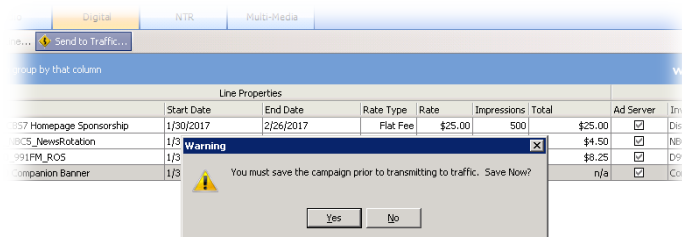

To removed a line, highlight it and click **Delete Line**. A warning messaged asks for confirmation of the deletion. Click **Yes, Delete**.
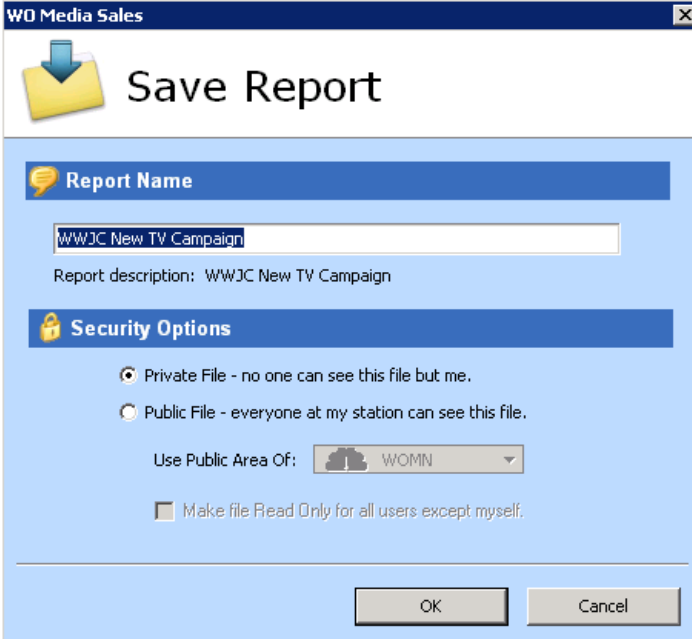

Sending to Traffic

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

>   **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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