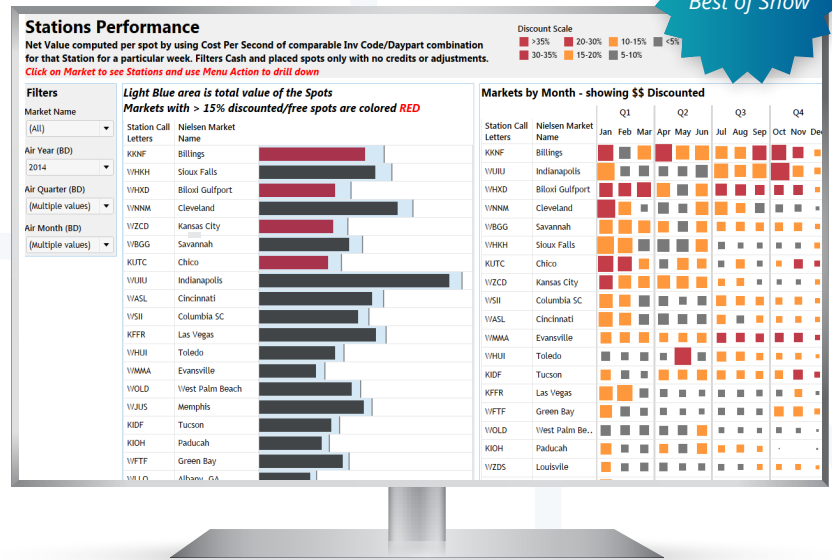# WO ANALYTICS CLOUD

Advanced media business intelligence solution

Broadcasters struggle to gain actionable insights from complex data. Error-prone spreadsheets limit analysis and revenue opportunities, and other BI tools demand large upfront costs. *WO Analytics Cloud* eliminates the extensive implementation process and fees. Our cloud-based solution delivers key business metrics from *WO Traffic*, down to the spot level, in a unified view across stations, markets and platforms. Pre-built dashboards make it simple for any user to track pricing, revenue and sales insights from their desk or mobile device.

NAB
Best of Show

BENEFITS

Easily access actionable data from anywhere

Access immediate insights from anywhere on a mobile device. Intuitive, pre-built dashboards make data easy to understand for any business user.

Improve business performance

Discover industry-specific insights like spot revenue leakage, excessive discounts and unresolved pre-empts. Evaluate the big picture with high-level analysis or drill further into more granular details.

Get up and running faster, for less

Eliminate hardware implementation time and large upfront costs with a fully hosted solution. Stay on pace with convenient online trainings.

FEATURES

Customizable Dashboards & Reports • Daily Data & Reporting
Mobile Reporting • Pre-Built Dashboards • Pre-Built ETL

Learn more about our offerings today

CONTACT US

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