

Is Your Radio Traffic System Supporting Your Operations or Spinning You into Chaos?

Move Forward with a Solution That Integrates Your Ecosystem and Generates Revenue



The Future of Radio Traffic Is Integrated, Optimized and Revenue Focused

Traffic systems are a critical component in radio revenue operations. They've been a long-standing cornerstone of your tech stack, and most stations haven't evaluated their value in some time. Most traffic system providers haven't either, which puts you at a disadvantage in achieving efficiency, productivity and revenue growth.

The reality is that the cost of switching systems is high, but the cost of staying with an inefficient one is much higher.

Without a modern, connected, innovative traffic system that meets your needs, you don't have the features and tools to build a complete ecosystem for linear ad management and revenue generation. You want your platform to evolve with you as the industry does, so you can realize gains now and in the future.

Getting on the right track with a supportive system rather than one that leaves you spinning in chaos involves many considerations. You'll learn about these in this e-book transparently, so you know you have options and opportunities to modernize your traffic operations with Marketron.



What's inside:

- Data accessibility and flexibility
- Building a traffic ecosystem with integrations
- Radio traffic and third-party digital
- End-to-end systems stop the swivel chair
- More and better radio tools



Your Traffic System Data Is Yours, but Some Systems Prevent You from Accessing and Using It

Data is one of your most valuable assets, bringing you greater understanding, context and insights. The ability to access information-rich reporting and analytics should be a standard feature, yet many traffic systems don't give you this flexibility. They may not have this capability, or if they do, they may charge extra to grant access to what should be standard reporting.

Some broadcasters want to pull data from traffic to integrate it with other systems like customer relationship management (CRM) tools and accounting software. If your setup requires this data sharing, you may find that your current traffic system doesn't allow you to extract your own data from the system, effectively trapping the data. With a flexible traffic system, you can share data with other systems via integrations, which is the next topic ahead.

Our traffic platforms offer a variety of data access and reporting capabilities to meet any broadcaster's needs, including:*

- ✓ Customizable reporting and analytics
- ✓ Reporting capabilities for sales, inventory and missing copy
- ✓ Role-based access to reports and data
- ✓ Multimarket reporting
- ✓ Automated report scheduling, running and distribution

Your data is yours, and its access and usability are key components of all our traffic systems.

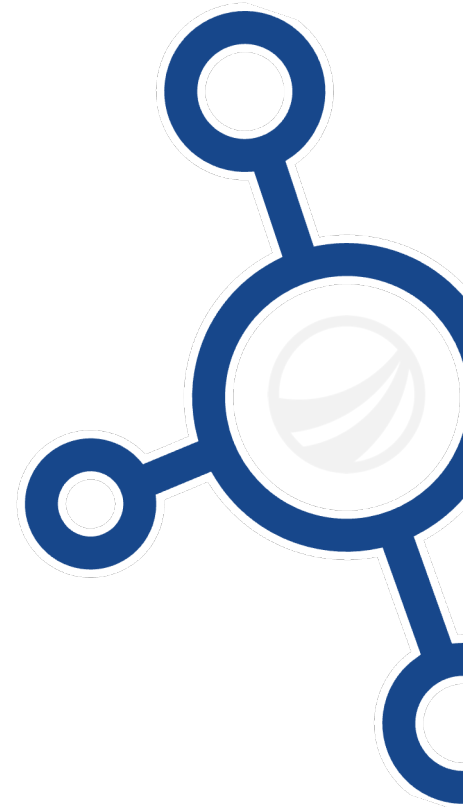
**Features and capabilities vary from system to system.*

If You Want to Build a Traffic Ecosystem, You Need a System That Integrates

Integration and consolidation are popular practices in software, and they apply to the traffic ecosystem as well. It should be your hub and enable connections with other systems to increase efficiency and productivity while reducing costs.

In structuring your operational systems, the best approach is ensuring that easy integrations are possible within your tech stack where needed. Unfortunately, many traffic platforms were designed to be standalone, so they don't play nicely with newer software. In some cases, what should be simple integration requires costly custom projects with long timelines.

Instead of being limited by legacy architecture, you can achieve those goals of seamless, easy workflows with our solutions.



Key integration capabilities within our products can include:



Payment solutions with the ability to send electronic invoices, statements and pre-payments and to receive online payments via ACH or credit card, helping reduce days outstanding and increase cash on hand



Rate optimization tools to maximize the price of every spot based on data



Connector options for CRM systems, automation tools or other applications



Third-party digital platforms, which enable cross-channel proposals and orders for digital and linear, expanding your revenue streams



Consider all the time, money and resources you'll save with an integrated system like this! The additional revenue opportunities with digital integration will pave the way for your growth.



Traffic + Digital: What Thriving Stations Need Right Now

You're a radio-first company, and selling linear ad spots will always be a priority. At the same time, you realize that growing your bottom line requires offering more ad options for advertisers with digital tactics. You can succeed with third-party digital platforms, and when they're tied to traffic, they amplify your ad spot revenue.

Digital advertising makes radio stronger and allows your station to capture more ad budgets from customers. However, radio and digital ad sales shouldn't live in siloes. It works best for your team and advertisers to be cohesive, which is possible with our traffic platforms and third-party digital solution.

Being able to propose, order, track and invoice campaigns that include radio and digital is possible. It's easy and supports a digital-plus-radio strategy. You get a digital ad platform built for radio that connects directly to your traffic system, something no one else can give you.

It's one more feature that delivers the end-to-end workflows traffic systems should have.





Stop the Swivel Chair with End-to-End Traffic Platforms

Can a traffic system do it all? Investing in the right platform for your operations can stop the swivel-chair game and end the strain a dysfunctional system puts on your staff and bottom line.

Replacing these workflows with streamlined ones provides great benefits to you, enabling:



Automation of some of the manual efforts around order entry, invoicing and reporting



The reduction of many credits and makegoods with unified processing of network orders and affidavits



The entire billing workflow to occur within the same system



Simplicity in production workflow collaboration between traffic and sales

With this functionality, you can run an optimized operational model. Additionally, having this structure reduces your technology costs. There may be even more features than you realize that could eliminate the pain points you feel with your current system.



More and Better Radio Tools: We've Built Them Just for You

After more than 50 years in the broadcast industry, we know radio. We also know it's changing, while others seem fine to rest on "good enough." The way forward is to innovate and invest to provide more and better radio tools.

In the past few years, we've added these enhancements to our three traffic management solutions:

- ✓ Automated production workflow feature that's simple, effective, integrated and turn-key
- ✓ Customization of station-specific scheduling criteria with algorithms
- ✓ Automated log reconciliation, which can prevent fraud risk
- ✓ Optimization tools to increase inventory value
- ✓ Multi-order approval process options to save time and decrease workloads
- ✓ Proof of performance automation
- ✓ Electronic invoicing and payments in an integrated system, allowing for secure, convenient online ACH and credit card remittance

Along with feature-rich systems, services can support your traffic department.



Services That Complement Radio Traffic Technology

Technology is the driver of your operations, but it's not the only thing you need for an optimized traffic infrastructure. These services are customizable to your needs. Because we listen to the radio community, we expanded how we support you with traffic hubbing and consulting.

Traffic Hubbing

Marketron Traffic Hub is a program that provides outsourcing for traffic operations. Our experienced team becomes your traffic manager for short- or long-term intervals. Using hubbing can save you money, provide constant availability, ensure consistency and maximize efficiency. Marketron Traffic Hub is an option for both Marketron Traffic and Visual Traffic users.

or

Traffic Consulting

This high-touch partnership brings traffic experts into your ecosystem to determine if the configurations and flows meet your needs. Our team evaluates your current processes and makes recommendations to improve efficiency. With this outside look, you can gain more insight into how to optimize your system. It also includes advanced training for all user types. Consulting is available for Marketron Traffic users.

Providing these services is one big reason we're your partner, not your vendor.

We're a Partner, Not a Vendor

There's more to building a sustainable and growth-focused traffic solution than software. The ability to integrate with other systems, add feature modules and take advantage of services with one partner is just as important.

Our customers get better technology, features, support, collaboration and services. We partner with you to recommend the right traffic system from our three products, depending on your size and structure. We're also experts at migrating and transitioning stations to a new platform via dedicated implementation teams to make it as seamless as possible.

Customers also work with us as we innovate and add new functionality. We love to hear feedback as we improve the systems based on real users.

This is what being a partner means. A vendor sees you as a transaction, a number on a revenue line. They aren't innovating or investing in your future. The industry is changing, and we want to work with you to navigate it.



Our Traffic Systems: Three Options to Meet Every Need












 Marketron Traffic

 Visual Traffic










 RadioTraffic™

In this e-book, you've learned about the gaps in many traffic systems and how our solutions are bridging them. We have three unique products with their own sets of features and capabilities. Selecting the best one for you depends on your size, organizational structure, integration capacities and feature requirements. Here's a quick comparison.




























Traffic Platform Access

	 Marketron Traffic	 Visual Traffic	 RadioTraffic™
Available in a hosted, cloud platform			
Available in a client server environment			
Hubbing services available			
International compatibility			

NXT Platform Integration

	 Marketron Traffic	 Visual Traffic	 RadioTraffic™
Cross-channel proposals and orders			
Digital proposals and orders			
O&O display and streaming integrations			

Add-On Electronic Services

	 Marketron Traffic	 Visual Traffic	 RadioTraffic™
Electronic Invoicing			
Spot and non-spot eInvoices			
Co-op notary eInvoices			
Electronic Orders			
Network Connect			
PayNow			
Guest checkout			
Marketron LINK		VT Cloud	
Proof of Performance			



Now is the time to rethink your traffic system and if it's really supporting you or spinning you into chaos.

Take the first step to a better and brighter future with Marketron.

Start by exploring our traffic products today