

# Can Your Radio Traffic System Do That?



# Radio Traffic Systems Are Essential to Your Tech Stack

Radio traffic software is the hub of revenue operations for stations. It covers the entire life cycle of an airtime spot buy, so it needs to be modern, robust and agile. When it lacks features, integrations or capabilities, stations are stuck with technology that creates inefficiencies and blind spots.

If your organization hasn't evaluated its traffic system lately, now is the time to do so. The longer you wait, the more you lose in terms of optimizing workflows, transparency and revenue.

In this guide, you'll gain insights into what a traffic system should do.



Keep reading to learn more about:

- Key features that streamline processes and leverage automation
- Traffic system integration capabilities
- Traffic + digital connected workflows
- Invoicing and payment processing functionality
- Reporting for data-driven decision-making



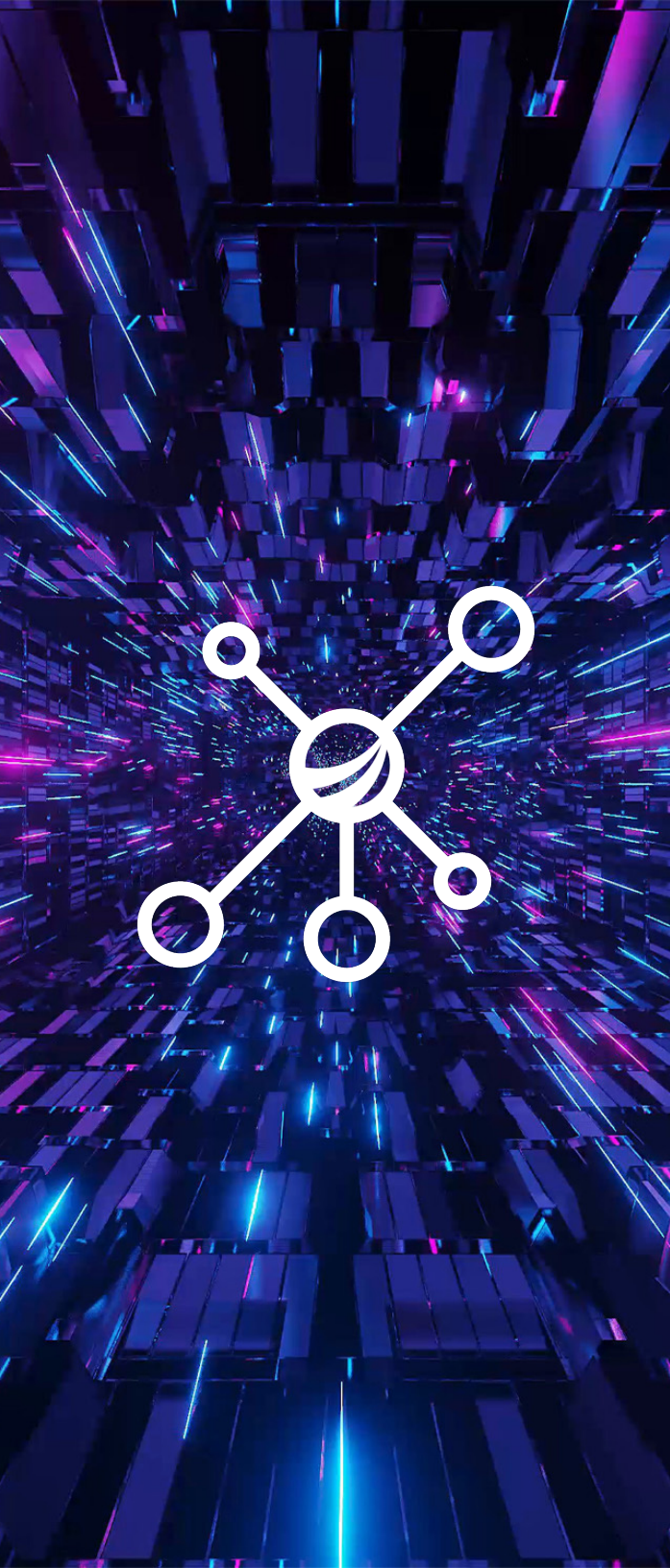
# Features That Optimize Processes

Beyond the basics of traffic software, new features have been introduced that focus on optimization and streamlining of processes. These are critical capabilities that save time, strengthen consistency and make a traffic manager's day-to-day easier. Many are supported by automation, reducing manual work by users.

**These features cross over several parts of the ad buy life cycle and include:**

- ✓ Proof of performance emails are automatically sent to customers for past and future spot placements
- ✓ Auto-reconciliation of traffic logs to playout/automation files
- ✓ Automated network/barter spot placement, copy management and affidavit submittal
- ✓ Log scheduling tool automation
- ✓ Multi-level order approval process
- ✓ Bulk orders

With these features, traffic managers stay less in the weeds and gain greater visibility of revenue operations. They deliver support that improves productivity and efficiency.

The background of the slide is a vibrant, abstract digital landscape. It features a central white icon of a network or API, consisting of a central circle with five lines radiating outwards to smaller circles. The background is filled with glowing blue and purple light streaks, creating a sense of depth and connectivity.

# Integrations That Drive Efficiency

Think of your traffic system as the central nervous system of your airtime revenue operations. The more connected it is, the more efficiently you run. Without integrations, users spend a lot of time duplicating work or going back and forth between two systems that don't sync.

That's a drag on time and can cause mistakes as a result of human error. The friction is most noticeable with legacy traffic systems that don't have a flexible architecture or open APIs (application programming interfaces).

## The ABCs of APIs

The absence of open APIs means that platforms rely on asynchronous ones. They don't work the same. An open API can share data seamlessly and often in real-time.

Asynchronous APIs can only request information and wait for a response. Timeouts are common because the data is so large. This leads to problems with data accuracy, and manual intervention is almost always necessary.

You can't build a reliable, future-forward tech stack without open APIs. The types of systems you should be able to integrate with include:



**There are two other areas of integration:** digital sales AdTech and payments. Let's review those in detail.



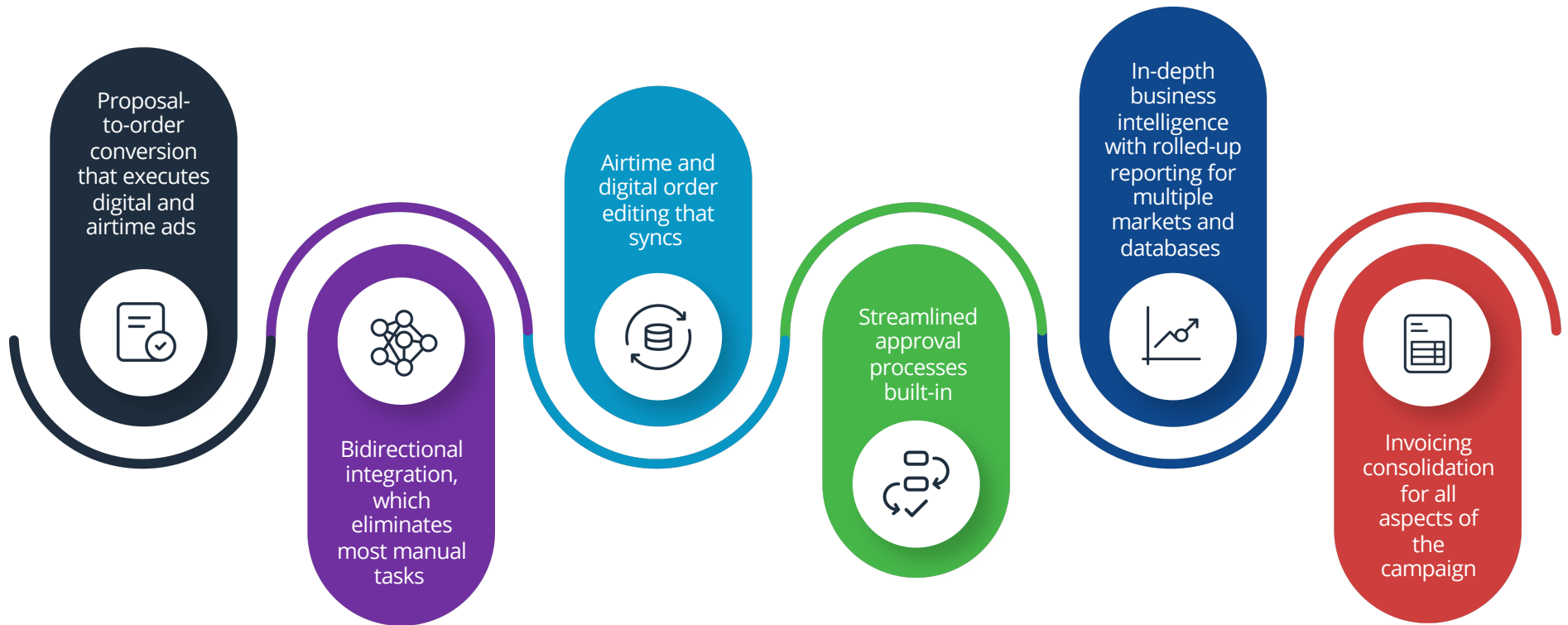
## Traffic ⊕ Digital: The Truth About Interwoven Workflows

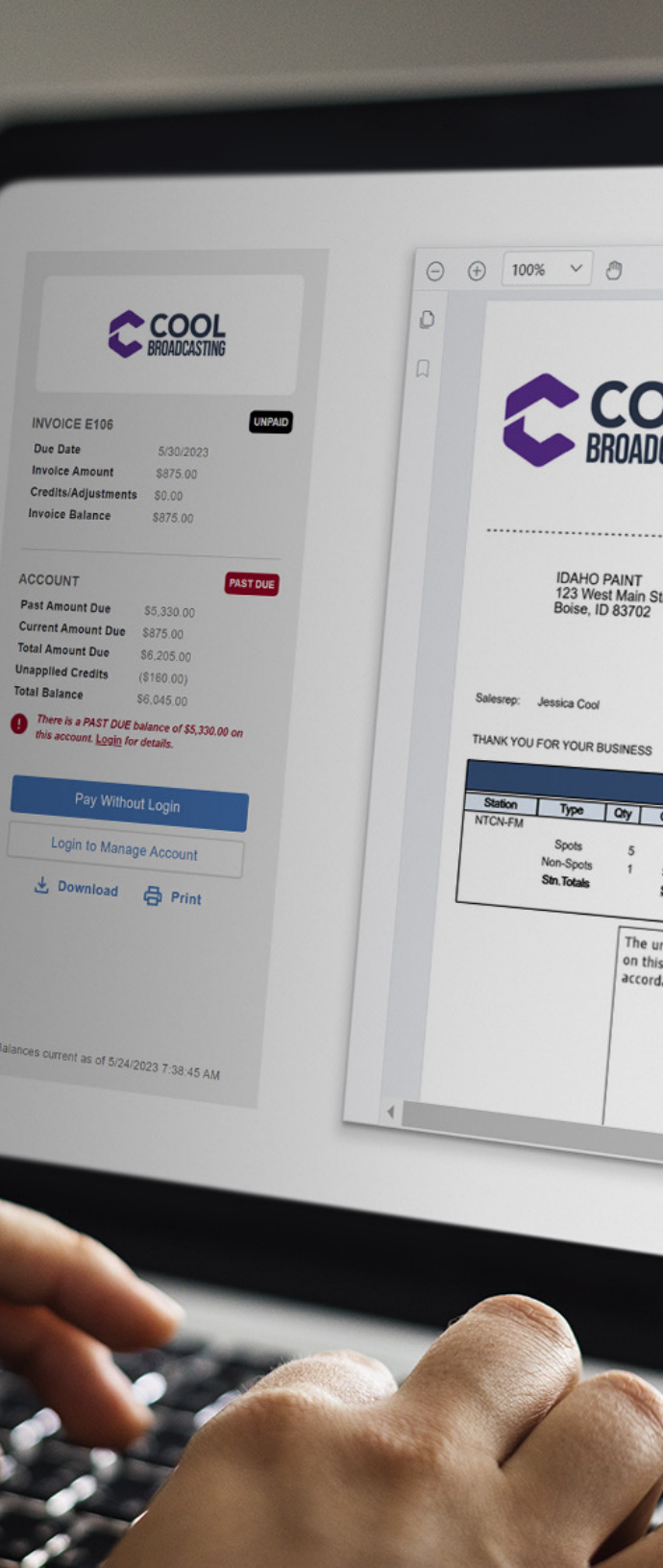
Digital ad sales are growing for radio and becoming a considerable part of their revenue pie. They are an excellent complement to airtime ads, but most traffic systems cannot integrate with AdTech.

Selling them together successfully means having a unified solution to propose, order, report and invoice as one campaign. This type of integration is rare in the industry. In fact, Marketron Traffic and Marketron NXT deliver the only completely integrated workflow of traffic and digital.

These are our proprietary systems, and we united them in a way that makes sense for radio.

## Here's how Marketron Traffic and NXT work together:





# Invoicing and Payments in Your Traffic System

Ad revenue operations end with invoicing and payments. Keeping this streamlined means you get paid faster. The best approach is to go electronic with invoices and payments. Many stations have this in place, but it's not really connected to traffic. That means there's more manual work for reconciliation and other AR processes.

The ideal traffic and payments solution starts with the automatic generation of invoices emailed to advertisers. You should be able to send those for all ad types, as well as multi-station ones, should an advertiser buy across your portfolio.

These invoices should include a link to pay immediately, taking them to an advertiser portal where they can either create an account to pay or use guest checkout. They can pay by credit or debit card or ACH. It's fast, easy and convenient and proven to decrease days outstanding.

Once payment processing occurs, you'll want to be able to auto-import those into AR for reconciliation. You may also have the option to do this with lockbox payments, too.

Other payment-related features that help with AR management include:



Pre-payment requests



Payment reminders



Collection tool



Proof of performance for past and future spots

A healthy payments ecosystem can improve cash flow and free accounting staff and sales teams from chasing checks.



A close-up photograph of a person's hand holding a smartphone. A white line graph with circular markers is superimposed over the upper portion of the phone's screen. The background is a neutral, light gray.

# Empowered by Reporting

Does your traffic system excel at reporting or leave you confused? Some solutions have more options than others. Reporting is a critical tool for stations to ensure they have accurate, timely information to drive better decision-making.

## Management Reports

01

Management reports offer stations visibility across revenue activities and inventory optimization. These can be critical in projecting revenue and determining open avails.

**Examples:** Contracted reports, sales activity, pacing, open avails and inventory detail

## Traffic Reports

02

These reports are specific to traffic activities.

**Examples:** Contract summary, contract audit and broadcast contract

03

## Analytics Reports

Analysis abilities provide you with insight to maximize future revenue. A demand pricing report using a yield management framework may be part of this section. Sales forecasting reports enable you to run what-if scenarios to improve forecasting.

05

## Custom Reporting

Each radio traffic reporting module is unique, and most offer some level of customization. Different criteria and data points may be available in your solution. Flexibility and filtering are essential functions when building customer reports. It's much easier if templates are available to guide this.

04

## Contracted vs. Scheduled Highlight

Contracted and scheduled reports are not identical. Contracted reflects an advertiser's order. Scheduled relays what actually occurred, which can be different because of bumps, cancellations or deletions.

Contracted reports help with future projections. Scheduled ones are more useful in assessing historical data and inventory statistics.

06

## Advanced and Specialized Radio Traffic Reporting: Spots + Digital

Spots and digital reporting hybrids are a unique feature for those using Marketron Traffic and NXT. It provides insights into avails, revenue from all sources, sales projections, pacing and more.

It has an extensive list of custom reporting options, allowing you to design a report based on what you want to measure and how you want to measure it.



# Can Your Traffic System Do All This?

It's a simple question, but one that requires introspection and evaluation. You may be unaware of the features already available or what's on the roadmap. Unfortunately, a lot of traffic systems haven't received much investment because they work "good enough."

That's not our vision. We've invested time, money and resources into continuously upgrading our solutions. We're innovators who aren't going to give the industry something that's just okay.

If your traffic system can't do all this, it's time to migrate to one that can: Marketron Traffic. It has every feature a radio station needs to thrive, not just survive. Integrations, automation, sophisticated reporting and native connections with digital and payments make it a trusted, reliable and efficient solution for powering the radio stations of today and tomorrow.

See how it works and why it's the leader in radio traffic systems today.

[Request your custom demo!](#)