TRITON ADVERTISING PLATFORM (TAP)

DATA CONNECT

The enhanced targeting capabilities available within TAP enables audio publishers to increase the value of their inventory as well as the return on investment for their advertisers.

BENEFITS

o **Increased ad revenue**

o **Precise audience targeting for your advertiser**

o **Listeners mapped by IP address, cookies & device ID**

Insightful Demographic & Behavioral Targeting

Work with your advertisers to target relevant audience segments, which provides a better advertising experience for listeners and improves the effectiveness for advertisers and publishers alike.

Intuitive Targeting Segments

1st or 3rd party segments (or a combination of the two) curate inventory, ensuring ads reach the targeted audience. Depending on DMPs data collection methodologies, segments can include identifiers such as cookies, IP addresses, mobile advertising IDs or PIDs.

Increased Inventory Value

The ability to target demographic information as well as relative audience segments provides valuable insights that are attractive to advertisers. Reaching the right audience enables you to monetize your inventory faster and more efficiently.