

TRITON Digital & ID5



What is ID5?

Enrichment of all of your biddable opportunities to improve the probability of winning more programmatic campaigns. As a reminder, DSPs favor bid requests that match their audience identity graphs. Thus, Triton's partnership with [ID5](#) enhances your audio inventory value in the marketplace.

Why?

Improve audio audience match in a privacy-safe manner. Increase revenue through increased sell through rates, as well as increased CPMs for delivering higher qualified impressions.

How it Works

- Select the DSPs you'd like to send your ID5 enriched inventory. Pricing is per DSP, i.e. double to send inventory to two DSPs, triple for three DSPs, etc.
- Triton enriches all your bid requests in real-time with selected DSPs
- You can turn the service off at any time by sending a support ticket to SupportDesk@TritonDigital.com to request deactivation of ID5 enrichment
- **Note:** Publisher deactivation can (and will likely) cause DSPs to decrease spending on publisher as enriched inventory will be removed and the DSP audience identity graph will no longer match to the publisher's inventory.

When?

Triton Enrichment Service via ID5 is available globally as of November 1, 2023. Beta opportunities, limited to pre-determined clients begin October 23, 2023.

Cost

Cost to enrich your inventory: \$.005/per thousand bid requests. Pricing based on monthly bid requests and then multiplied by the number of DSPs publisher chooses.

Example: Monthly bid Requests (from YO Dashboard Analytics) is 1Billion/mo x \$.005/cpm x 1 DSP (TheTradeDesk) = \$5,000 USD for that month