Triton Digital Partners With ID5 to Drive Audio Addressability With a 20% RPI Uplift

OVERVIEW

In the rapidly evolving audio landscape, technology providers must embrace future-proof identification solutions to increase advertising effectiveness and stimulate channel growth. Triton Digital, a leader in technology and services for digital audio and broadcast radio industries, has partnered with ID5 to maximize audience addressability and enhance audio targeting for its users without compromising privacy and data protection.

SOLUTION

Triton Digital has seamlessly integrated ID5's cutting-edge cross-device identity graph into its advanced listener profiling system, revolutionizing audio advertising within the Audio Marketplace.

> **Leveraging the power of the ID5 Graph, Triton enhances audio listener profiles by linking publisher-generated signals like IP addresses to precise, universal, and consented ID5 IDs, ensuring unparalleled accuracy and depth in audience targeting.**

Triton Digital selected six publishers whose audio listener profiles were enhanced with the ID5 ID and other identifiers provided by the ID5 Graph, making them more valuable and addressable to audio buyers.

RESULTS

Following the test period in November and December 2023, Triton reported a 20% average or more positive lift in revenue per impression for publishers utilizing the ID5 Graph.

Encouraged by these promising results, Triton is progressively rolling out the ID5-powered profile enrichment solution to all its publishers.

+20% RPI
REVENUE PER IMPRESSION
Average positive lift across publishers leveraging the ID5 Graph
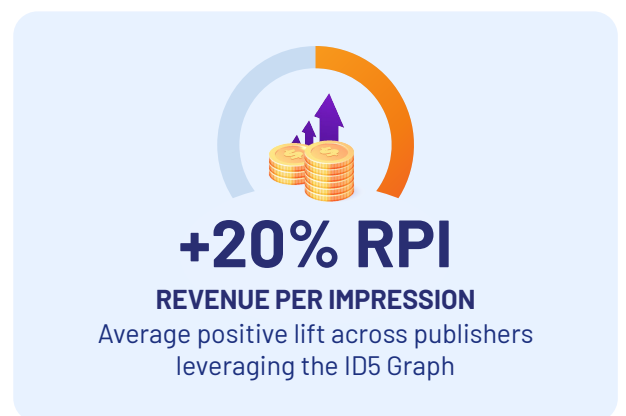
CONCLUSION

Partnering with ID5 has empowered Triton Digital to **revolutionize publisher addressability and monetization prowess while prioritizing audience data protection and compliance with rigorous global privacy mandates.** This bespoke identity solution for the Digital Audio Marketplace solidifies Triton's leadership as the foremost audio SSP, committed to reshaping the audio realm through groundbreaking technologies that elevate user experiences and set new benchmarks for the industry.

ABOUT

Triton Digital® is the global technology and services leader in the digital audio, podcast, and broadcast radio industries. Operating in over 80 countries, Triton provides innovative technology, enabling broadcasters, podcasters, and online music services to build their audience, maximize revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading streaming audio measurement service, and Podcast Metrics, one of the industry's first IAB-certified podcast measurement services. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to fuel the growth of the global audio industry continuously. **For more information, visit www.tritondigital.com.**

ID5 was created to improve online advertising for consumers, media owners, and advertisers, with the ultimate goal of helping publishers grow sustainable revenue. ID5 provides the advertising ecosystem with a transparent, scalable, and privacy-compliant identity infrastructure. Its solutions enable user recognition across media properties and devices, bringing addressability across all digital advertising channels. This enables media owners to better monetize their audiences, advertisers to run effective and measurable campaigns, and platforms to maximize the value of data and inventory for their customers. Created in 2017 by seasoned ad tech professionals, ID5 services clients globally. **For more information about ID5 and its solutions, please visit www.id5.io**

To learn more about the ID5 Graph and the ID5 ID and how it can benefit your business, get in touch

CONTACT US

id5.io