

PODCAST METRICS DEMOS+ (U.S.)

Audience insights at your fingertips

Inform your podcast programming and advertising decisions with an easy-to-use online interface.



1st ever integration of census & survey based research methodologies

FEATURES

- Person level demographics – not household level
- For podcasts of all sizes
- Privacy safe
- Audience metrics by person-level demographics, sociographics, media behavior, and purchase intent
- New lens into podcasting listening for advertisement buying, selling and research
- Ability to inform media decisions based on demographics with profile characteristics and downloads all in one place

“We are thrilled to join forces with Triton Digital on this unique initiative to combine and amplify the value of census level and survey data. As a leader and innovator in the space, Triton is the perfect partner to bring these advanced insights to the buying community and help to further the growth of podcast advertising in the United States.”



- Jeff Vidler, President/Founder at Signal Hill Insights

Demos+ is in collaboration with the audio research firm Signal Hill Insights