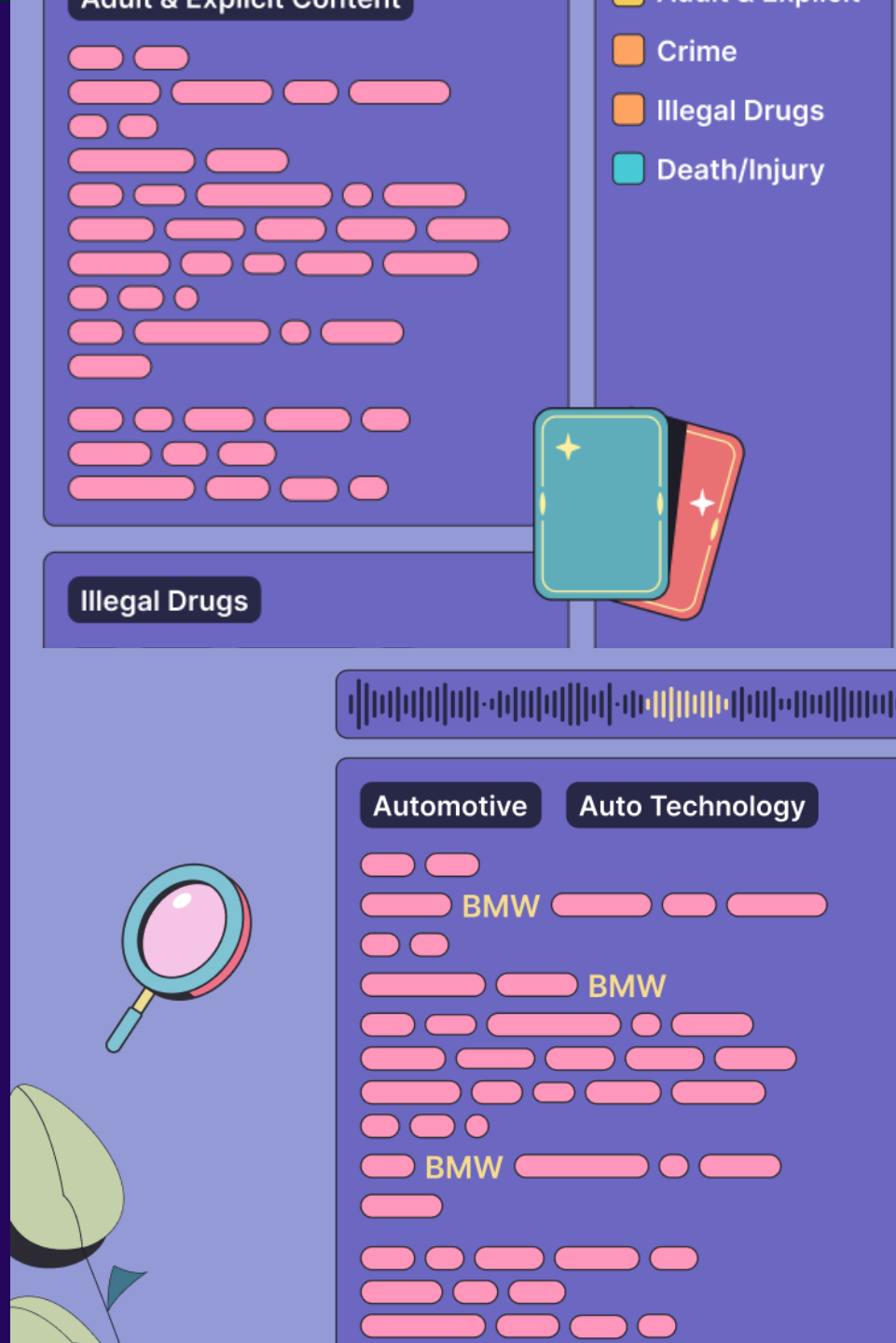


# ACCESS TO A BRAND SUITABLE ENVIRONMENT

Contextual Targeting For Podcasting



# Unlock The Power Of Advanced Brand Suitability And Contextual Targeting With Sounder

What makes Sounder's tool unique?

01

**Constant Learning:** Stays current with evolving language and adapts to new uses of words and phrases

02

**Dynamic Classification:** Direct integration With Triton Digital Ad Serving and Programmatic platform

03

**Contextual Understanding:** Evaluates the context and tone of podcast audio, not just keywords

04

**Precision:** Episode level targeting beyond just the show

05

**Proactive Filtering:** Evaluates content suitability in real time before an ad is served

# How it works For Brand Suitability



## Example

01

A mention of **"she's not dead"** is identified within a conversation about brunch.

02

Based on IAB's and our understanding of context, for the "Death & Injury" category, the episode is classified as "Unrelated/Low Risk."

03

We determine that the episode is safe/low risk for brands concerned about Death & Injury.

# The only **pre-bid solution** for brand suitability and contextual podcast buying

## GO BEYOND KEYWORDS

Sounders proprietary AI and ML systems are purpose built for podcasting, analyzing and understanding the full content and context.

## AIRTIGHT PRE-BID TARGETING

Episodes across shows and networks are analyzed and tagged before content is published. Meaning your ad is only inserted where it should be.

## AUTOMATED POST-CAMPAIGN REPORTING

Eliminate spreadsheets and the need for post-campaign verification and make-goods. Generate and view campaign reporting in real-time.



# Podcast Contextual Targeting

Reach your desired audiences through enhanced content targeting

01

## What it is

- Targeting capability that places ads into podcast episodes that contextually align with specific words and topics that matter to your brand
- AI and natural language processing transcribes episodes to understand the content and place ads accordingly

02

## When to use

- Foster positive association and drive a meaningful connection with your brand through relevant content alignment
- Enhance your targeting strategy by connecting with audiences using specific themes, specific words or topics within episodes

03

## How to use

- Choose from preset contextual targets created using IAB categories or create custom contextual targets
- Focus on broader topics to reach a wider audience
- Contextual targeting should be leveraged in conjunction with audience or network targeting to maximize scale

## Listeners Pay More Attention To Relevant Ads

By understanding podcast content, as well as demographics, contextual targeting ensures your message is relevant and memorable to your audience.

72%

of podcast listeners report paying more attention to ads relevant to the content they're listening to.<sup>1</sup>

73%

of advertisers consider contextual targeting crucial for brand safety in podcasts.<sup>2</sup>

# Buy Audio With Confidence

01

**Gain more control** and precision when choosing the right environments for advertising

02

**Reach more audiences** by aligning with a larger pool of podcast categories and genres you might not have considered otherwise

03


**Optimize your ad spend** by ensuring your marketing dollars are going towards valuable impressions and engagement

04

**Automate brand safety and suitability** through intelligent technology that evolves with time

05

**Leverage IAB's or GARM industry defined and trusted standards** as a baseline to assess level of risk



# Why Sounder Is The Smarter Choice

## Key benefits for buyers:

01

**No Technical Skills Needed:** Sounder is seamlessly integrated into Triton Digital's world-class ad delivery and programmatic system. Just provide your requirements and let us do the rest.

02

**No Manual Work:** Forget complex Excel spreadsheets and spend less time managing campaigns with multiple conversations and back-and-forth – everything is automated and handled within the platform.

05

**No Daily Monitoring:** Sounder is integrated into the full ad-stack, so you can set and forget – campaigns run effortlessly.

06

**Automatic Updates:** Thanks to the integration, new shows and episodes are added automatically as they go live.

# How To Buy With Sounder

Navigating the buying process with Sounder is designed to be simple, efficient, and flexible. From direct targeting to DSP integration, we make it easier than ever to connect the right ads with the right listeners.

01

**Publishers:** Target your own inventory easily through TAP

02

**Publishers:** Send buyers Sounder inventory via Yield Op

03

**Buyers:** Target audiences with YoFAN

04

**Buyers:** Purchase inventory through a DSP





Let's **Talk.**

[Tritondigital.com](https://Tritondigital.com)