

AdBuilder AI

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AdBuilder AI

Campaign Optimisations

What will the optimization process look like for AdBuilder AI campaigns when a buyer books both Streaming and Podcasting, but the Podcasting flight is underdelivering? Should buyers have the option to set a single goal for impressions, regardless of where the ads run (Podcasting or Streaming), as long as the goal is met?

Buyers are setting a budget goal, not an impression one. Based off the budget, the impression goal will be estimated in the back end, and the system will aim to deliver fully. The system will create a unique flight for Streaming and Podcast, so that the publisher can have unique CPM goals if desired. The buyer will only pay for the impressions that deliver. Just like any other flight, if you notice under-delivery you can either increase the priority or set it to deliver "as fast as possible."

In the event of an issue with the audio content, how is this typically addressed with the client, and who is responsible for managing the communication?

The partner is the front line and should be the one addressing this with the buyer. Please note that you will be able to approve all flights before they deliver which will give you the change to listen to the creative. You will also have the buyers email associated with the TAP advertiser in the event that you need to contact them to make changes.

What is the campaign hierarchy for available impressions and where do AdBuilder AI requests fall? (e.g., I/Os first, then ??, etc.)

At set up, partner decides which Priority level is set for all AdBuilder AI flights.

Can partners manually override live campaigns to change creative, delivery dates, etc.?

Technically, partners can edit a flight, but it will not update what the user sees in their account. As a best practice, partner's should not change flight dates, impression goals, rates, or creative as this will create a negative experience for the user.

Compliance

Audio Compliance - What processes are in place to ensure that all submitted and live audio adheres to Nova's quality standards and complies with relevant Codes and regulations?

You have the option of having all flights created set as draft, which would allow you to review and approve before going live. We also recommend you set your technical specs requirements in your T&Cs.

Does Ad Ops team have the authority to reject audio submissions that do not meet compliance standards and provide feedback or notes to the client?

Yes. Based of the audience selected by the buyer, this will automatically create the flight in TAP with the corresponding template. You will decide at set up if these flights are created as draft or active.

Draft: you can review creative before it's live and activate if approved or archived if reject.

Active: flight will start automatically at start date.

Are there safety measures in place to validate company details? (i.e., the advertiser is who they say they are)

Not at launch. But you do have the option to include T&Cs that the advertiser must agree to in order to book which could include agreeing that the information provided is correct. We can also discuss this further to see what other measures we can put in place.

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Creative

What if the client already has a script for his ad creation?

To tailor the experience to SMBs who may not have background in script writing and to ensure better control over language (such as avoiding profanity), buyers are not permitted to use pre-written scripts or edit the script directly. Instead, they must enter prompt sentences, which will be analyzed to fit into a typical script format.

For example, the user can prompt the AI to customize the written script. For example: "Change the word 'Resturant' to Cafe" or "say my phone number twice at the end of the ad"

Are we able to set the creative durations that are available to the buyer?

At launch, the available creative durations for buyers will range from 10 to 40 seconds. If you have specific duration constraints, we're happy to discuss them and understand your needs for more customized options.

What languages besides English and Spanish are currently supported by AdBuilder AI?

There are 60+ languages. Examples include Dutch, Latvian, Finnish, Japanese, Swedish, German, and Italian.

There is also regional accent support, such as Quebec French, Australian English, and Peruvian Spanish.

For the complete list of languages and a few audio examples please see the presentation [here](#).

Does creating multiple AI generated ads cost additionally for the buyer? Or who incurs that cost?

There are no additional charges for creating multiple ads at launch. Starting January 1st, we will include 2,000 ad generations per month. After that there is a \$2.00 fee for additional generations. We will also include future functionality to block the end users from generating too many ads (post launch feature).

We'd like to better understand how this works during the flight auto-creation process. Will the audience templates we create sync automatically as part of that process?

Correct. Based of the audience selected by the buyer, this will automatically create the flight in TAP with the corresponding template. You will decide at set up if these flights are created as draft or active.

Draft: you can review creative before it's live and activate if approved or archived if rejected.

Active: flight will start automatically at start date.

How do we pick certain templates that we want to use for AdBuilder AI self serve vs direct?

At launch, you will need to tell us exactly which template you want available for AdBuilder AI, and what the display name should be. At a later stage there will be more functionalities coming out including an admin panel where you can manage what templates are available directly. As always, we recommend using a clear and consistent naming convention for your templates to ensure AdBuilder AI templates are easily identifiable by your team.

(These AdBuilder AI templates can also be used for your direct campaigns.)

If an existing client wants to move to AdBuilder AI instead of booking through our sales team and wanted to use a creative from a previous campaign, do we (Adops) have the ability to manually upload the creative in TAP on our end?

We do not have an existing workflow for this. Our focus has been to build a workflow for new buyers. However, if this is a common use case, we are happy to discuss in more detail for future development.

Can we restrict ad durations/lenghts to only 15 and 30 seconds during the ad creation process?

This is not customizable at launch. We allow users to select durations of 10, 15, 20, 30, or 40 seconds which inform the script creation. Note that the final duration may vary with the voice added, as voices differ in speed and cadence. To maintain ad quality, some duration flexibility for generative AI is recommended.

Happy to discuss further.

Can a usage cap be applied to each creative jingle to avoid duplication/ repetitiveness?

We don't currently offer this but we are happy to discuss further. We can also work with you to offer more sound designs (jingles) than the recommended 12 to provide more variability.

AdBuilder AI

Measurement & Reporting

What are the metrics available in the reporting?

As the partner, you will have access to the same dimensions and metrics for AdBuilder AI that you have for any other TAP campaign.

Will completed listens be available?

As the partner, you will have access to the same dimensions and metrics that you currently have in TAP.

In TAP Explore, would AdBuilder AI impressions be identified by Revenue Channel dimension?

Impressions generated through AdBuilder AI will be categorized under the Direct revenue channel. However, you can filter or break down results by a specific AdBuilder AI Teams, making it easy to identify which impressions originated from AdBuilder AI.

Can we pull a creative report for campaigns which ran in AdBuilder AI?

Yes. All AdBuilder AI campaigns will be trafficked through the Triton Creative Manager. So, you will be able to view them in TAP Explore under the "Creative" report type by filtering for only those campaigns under the "AdBuilder AI" team.

Does the buyer have the ability to apply tracking pixels themselves (e.g., for impressions, attribution, etc.)?

We provide reporting directly in AdBuilder AI. However, there is no quartile or LTR reporting, or third-party pixels available directly in AdBuilder AI.

Can we rename the flight name in TAP on our end to keep the naming convention consistent (ie for revenue reconciliation report)?

Yes, you can rename TAP flights, campaigns and even advertisers that are created via AdBuilder AI. Please let us know what your naming convention is and we might be able to apply some or all of the naming convention automatically.

What is the recommended process for integrating this with our existing booking platform (Aquira) for revenue reconciliation processes?

If Aquira is already integrated with TAP, the AdBuilder AI flights should also be included just like any other direct flight.

What is the process for producing end-of-campaign reports, and who is responsible for compiling and delivering them?

Buyers will see the number of 'ads heard' (impressions delivered), how those impressions were distributed across ad positions, and breakdowns by day, top genres, and top shows. As the partner, you will have access to the same dimensions and metrics as you currently have.

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How are campaigns monitored throughout their duration, what optimisation strategies are applied, and who is responsible for managing this process?

Buyers are setting a budget goal, not an impression one. Based off the budget, the impression goal will be estimated in the back end, and the system will aim to deliver fully. The buyer will only pay for the impressions that deliver. The partner is responsible for the monitoring and optimization of these flights just like any other direct flight, if you notice under-delivery you can either increase the priority or set it to deliver "as fast as possible."

How will forecasting be handled to ensure accurate availability? What measures can we implement with clients to prevent overselling or exceeding available inventory limits?

All flights in TAP with a impression goal are taken into account as contending flights in forecasting. AdBuilder AI itself won't be connected to the forecasting tool. We'll provide buyers with an estimated number of impressions, but these are subject to availability. If some markets are sold out, you may want to exclude them from your AdBuilder AI offerings.

Do advertisers have access to live campaign reporting via a dashboard?

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AdBuilder AI

Payments, Cancellation & Refunds

What is the cancellation policy? i.e if a customer books in a campaign, but cancels before launch, or during live, do we create our own cancellation terms?

In AdBuilder AI, the user will be able to cancel at any time. We are happy to discuss this further if there are concerns.

Could you also clarify what the refund process would look like? Will Nova be responsible for handling the refund process directly with the buyer?

Yes. You will be able to handle the refund directly in your Stripe Connect account. This account will be owned and managed by you but connected to Triton's platform account.

Platform Setup

Will the publisher still have Triton Support for this tool?

Triton will not be talking directly to the buyers; partners will be the first line of defense. However, if there are platform issues, you can escalate to Triton Support.

Will you be adding Talk format for streaming or limiting it to only music formats?

Exposed formats is up to the partner when they set up the template for AdBuilder AI audiences.

What is the recommended website integration process?

Your version of AdBuilder AI (or whatever you decide to call it) will have its own custom domain. A couple suggestions would be to have a website landing page that includes additional resources such as a user guide with a "Sign Up Today" button that directs them to your domain. This could be a separate website or a page within your current website.

How does Stripe reconcile with TAP / Aquira?

In your Stripe connect account (linked to the Triton product account) you will see all payments and the associated TAP campaign ID. These payments will be billed weekly and collected for only the inventory that was delivered (should align with TAP reporting). You will be able to determine at what cadence you want the revenue to be delivered to your partner account. Stripe connect does have reports and you may also be able to integrate Aquira with Stripe. We are happy to dig into this for you.

Pricing

How much does it cost? As a partner, I am selling my inventory directly to customers and I'm responsible to market the tool to them, correct? Do I pay Triton a percentage of what my customers spend or a monthly subscription to white label the AdBuilder AI?

Reach out to your Triton PDM at Solutions@tritondigital.com for pricing information.

Can a different CPM be set for each publisher pre-determined audience segment?

Yes! We have updated our implementation to allow global CPM rates to be configurable by delivery method (Podcast vs. Streaming) and each inventory package.

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Pricing

Can a different CPM be set for specified content titles? (e.g., finance & business podcast titles vs comedy & entertainment)

No, CPM is solely a configurable by delivery method and audience option; it is not applied specifically to individual content. However, you can create different audience packages—for example, one for "Finance & Business" at a 12 CPM and another for "Comedy & Entertainment" at a 10 CPM. It's important to ensure that the inventory in these templates includes both podcast and streaming inventory.

Targeting Capabilities

How do we inform that a specific Targeting template is for AdBuilder AI and not Direct Sales?

At launch, you will need to tell us exactly which template you want available for AdBuilder AI, and what the display name should be. At a later stage there will be more functionalities coming out including an admin panel where you can manage what templates are available directly. As always, we recommend using a clear and consistent naming convention for your templates to ensure AdBuilder AI templates are easily identifiable by your team. (These AdBuilder AI templates can also be used for your direct campaigns.)

Can we use DMP segments when creating targeting template for AdBuilder AI inventory packages?

Yes, all content, listener, and time-based targeting options are available for you to build the targeting template that will be sent to AdBuilder AI.

Can we set different CPM by inventory packages? ex: a CPM for RON, a different CPM for Family & Kids

Yes! We have updated our implementation to allow global CPM rates to be configurable by delivery method and each inventory template.

Would we be able to have CPMs by country?

Multi-country support isn't currently available in a single AdBuilder AI instance due to the additional complexity involved in multi-currency and multi-language support. However, we could explore launching different versions of AdBuilder AI in each country. Contact us to explore this option and determine if it aligns with your use case.

Is the estimated budget based on a forecast of the package/targeting they have selected?

AdBuilder AI won't be connected to the forecasting tool. We'll provide buyers with an estimated number of impressions based on their budget and the CPM and make it clear to the user that these estimates are subject to availability. If some markets are sold out, you may want to exclude them from your AdBuilder AI offerings.

Estimated impressions are calculated based of the budget the buyer wants to spend and the CPM of the inventory: $\text{Estimated Impressions} = (\text{revenue} / \text{CPM}) \times 1000$

Where are you creating the audience templates?

Targeting templates are created in TAP. Find out more here.

Do you have a list of what targeting options are and are not available for self serve customers (for launch)?

An AdBuilder AI user will ONLY be able to target by start and end date, audience, and location (country, region, or city).

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Targeting Capabilities

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What targeting capabilities are available to clients beyond standard Run of Network (RON) streaming and airtime buys? If a client wishes to reach a specific audience segment, is this request managed directly through the sales team?

All content, listener, and time-based targeting options are available for you to build the targeting template that will be sent to AdBuilder AI. These audiences are meant to be "off-the-self" segments for any buyer. If a buyer reaches out and wants to reach a category that is not offered (example: Parents with kids under 18) the publisher could create this as a new template and enable it for all users in AdBuilder AI.

Can we upload our own voices to the system?

No. However, if you want to clone voices we can get you in contact with our AI provider to offer custom voices in your version of AdBuilder AI.