

# Maximize Your Audio Strategy with Triton’s Programmatic Power

## Powering Smarter Audio Advertising

Access premium inventory all in one place. We make it easy to **plan, buy,** and **measure** cross-platform campaigns with confidence.

### Key Results

80K+

Product orders generated

34%

More efficient cost per order vs. competing audio platforms

### Campaign Success

The campaign achieved **outstanding reach** and ROI by leveraging Triton’s premium digital audio inventory.

### Driving Efficient Conversions at Scale

#### Overview

A leading online retailer teamed up with Triton Digital to supercharge their audio strategy. Using the Triton Audio Marketplace the first programmatic exchange built for digital audio they **unlocked premium inventory** and **delivered standout campaign results**.



### Our Advantages:

- ✓ Programmatic precision
- ✓ Brand-suitable, premium inventory
- ✓ Transparent measurement and proven ROI

