Boosting Audio Publisher Revenue with Addressable Audio Impressions

OBJECTIVES

- **Increase** programmatic revenue for Triton's publishers
- Improve addressability of Triton's publisher supply

EXECUTIVE SUMMARY

Currently, nearly three-fourths of a typical US broadcaster's impressions are unaddressable. Persistent identifiers help by enriching bid requests, matching data from recurring listening sessions with demand-side platforms (DSPs). US Broadcasters using ID5 reduced unaddressable inventory by an average of 11%, increasing revenue by enabling better audience segmentation and more effective ad campaigns.

Enhance Advertiser's Targeting Abilities across Audio

Persistent identifiers enrich bid requests, matching key data with demand-side platforms (DSPs). Currently, 74% of a typical US broadcaster's impressions are unaddressable. Using ID5 reduced unaddressable impressions by 11%, enabling better audience segmentation and more effective ad campaigns.

Increase Publisher Revenue

Addressable impressions deliver higher CPMs and increased revenue. US publishers using ID5 experienced up to 80% revenue growth, 8% increase in CPMs, with most seeing a 20% RPM* uplift year-over-year. Tailored audio experiences deepen audience engagement and boost monetization.

Improve Inventory Sell-Through

Most US broadcasters sell only 50% of their digital audio inventory. Persistent identifiers improved programmatic sell through rate by an average of 25% year-over-year, enhancing inventory utility and driving higher revenue.

OUTCOMES

- Increased Publisher Revenue
- Increased Sell-Through Rate
- Proven DSP satisfaction with Audio

"Digital audio advertising is a relative value compared to other channels given its level of addressability and efficacy, and many of our advertisers are already leaning in."
-- TTD Sellers and Publishers Report May 2024

Jeff Green, CEO and Founder of The Trade Desk

BACKGROUND

Audio listenership is rapidly growing, attracting advertisers eager to reach engaged audiences. However, publishers face revenue challenges due to limited targeting options.

Many audio players, distribution platforms, and especially podcasts are not as addressable as other digital media, so digital buyers restrain spending more in digital audio unless their advertising message reaches specific audiences based on listener data.

*(RPM) Revenue per thousand is a metric common in programmatic advertising to measure revenue per thousand impressions.