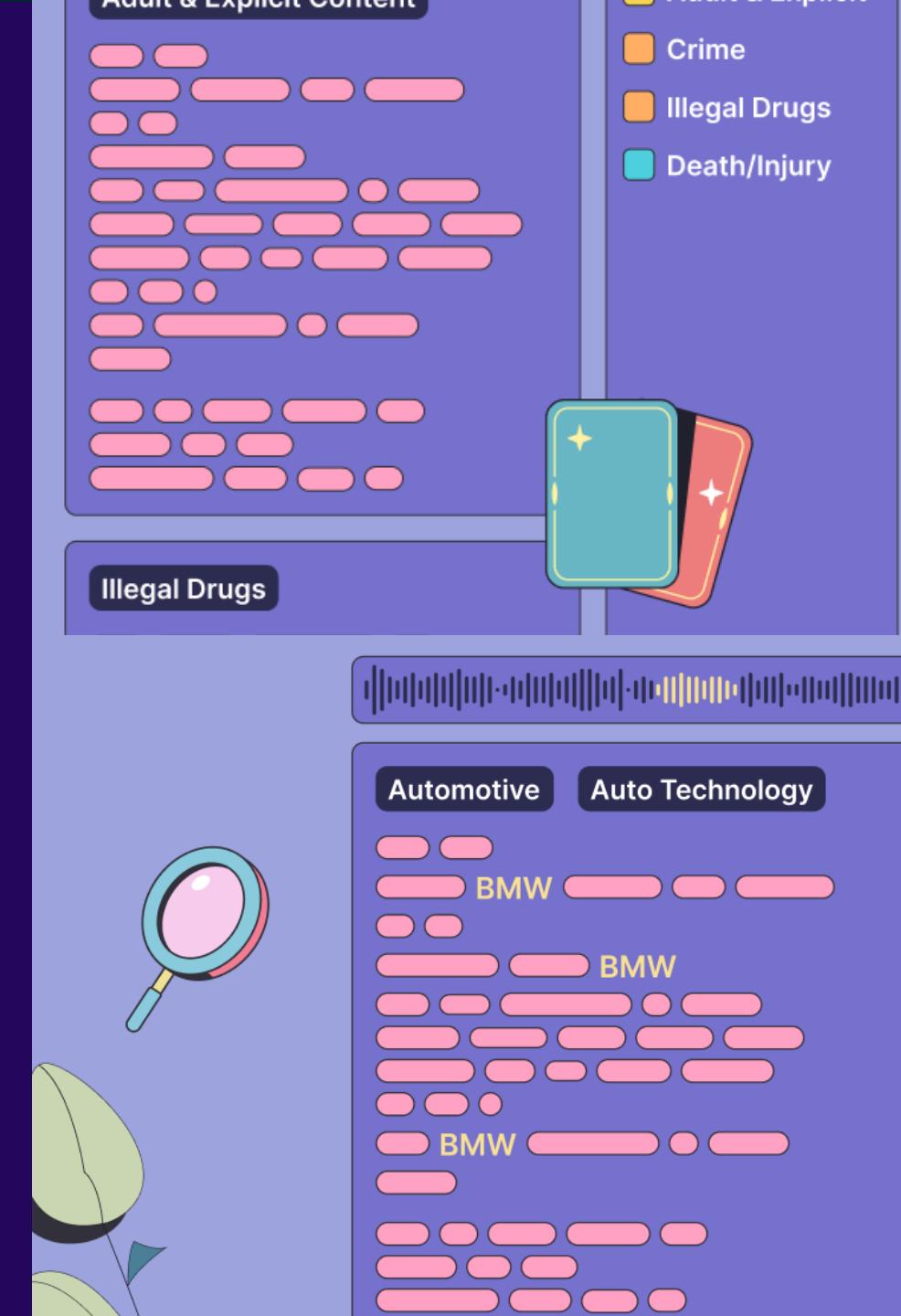


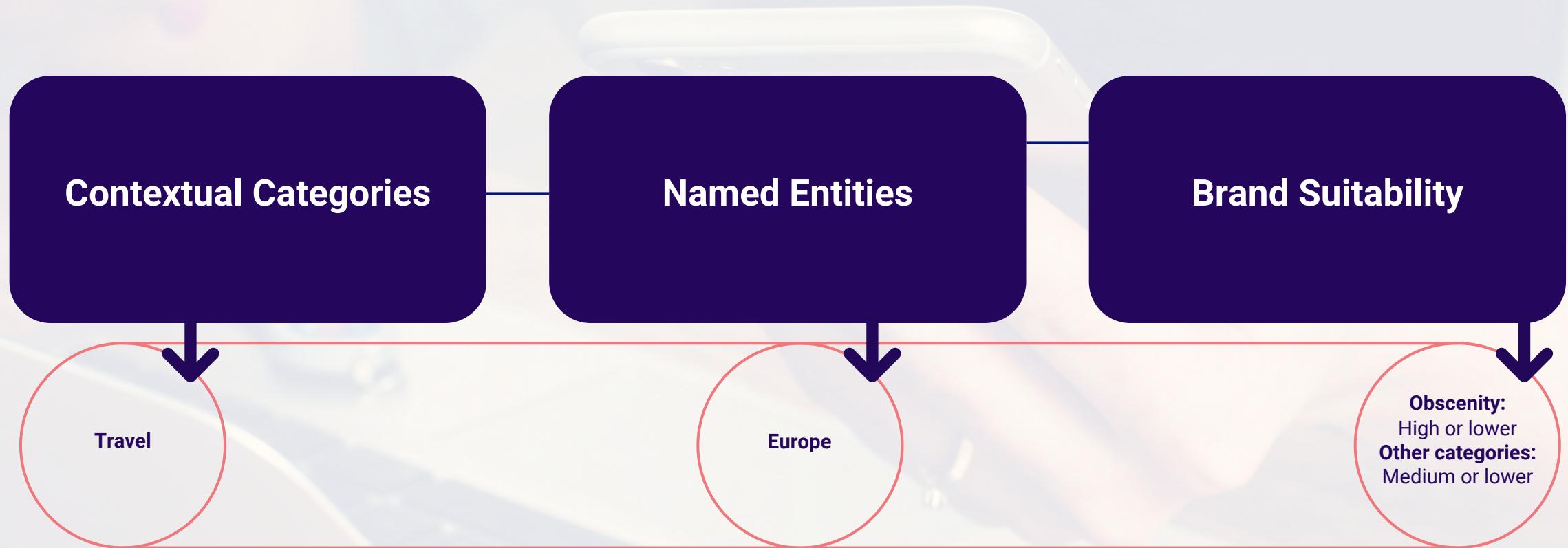


ACCESS TO A BRAND SUITABLE ENVIRONMENT

Podcast Curation and Targeting



Our Offerings Can Be Combined to Fit Your Needs



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 between multiple leading podcast CMS and 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 to and away from episodic content, beyond just the show

05

Proactive Filtering: Evaluates content suitability in real time before an ad is served analyzed and tagged before the episode is published

How It Works for Brand Suitability and Contextual

Analyze Pre-Publishing



Episode Analysis



Classify Pre-Publishing



Brand Suitability, Named Entities and Contextual



Target/Avoid



Episode Targeting

Connected directly to the CMS Sounder's proprietary AI models utilize natural language processing (NLP) to understand the context and tone of the podcast audio.

The analyzed content is classified and tagged according to the IAB's Contextual and Brand Suitability taxonomies through pattern recognition with the recent addition of Named Entities.

As impressions are served, Triton's ad server selects only episodes that match the tag's contextual categories, brand suitability and named entities criteria.

Example

01

LeBron James' shooting percentage comes up in a conversation about the Lakers.

02

In this example, our model classifies the episode as unrelated to the IAB brand suitability category Arms & Ammunition and related to the IAB contextual category **Basketball**. It also identifies LeBron James as a **named entity**.

03

Direct flights or programmatic deals can precisely target Arms & Ammunition brand suitable content, **Basketball** IAB Category or LeBron James contextual tags.

The Only CMS Integrated Pre-Bid Solution for Brand Suitability and Contextual Podcast Targeting

Airtight Pre-Bid Targeting

Episodes are analyzed before publication, ensuring ads are only inserted where they should be and that monetization is in place from the very first download.

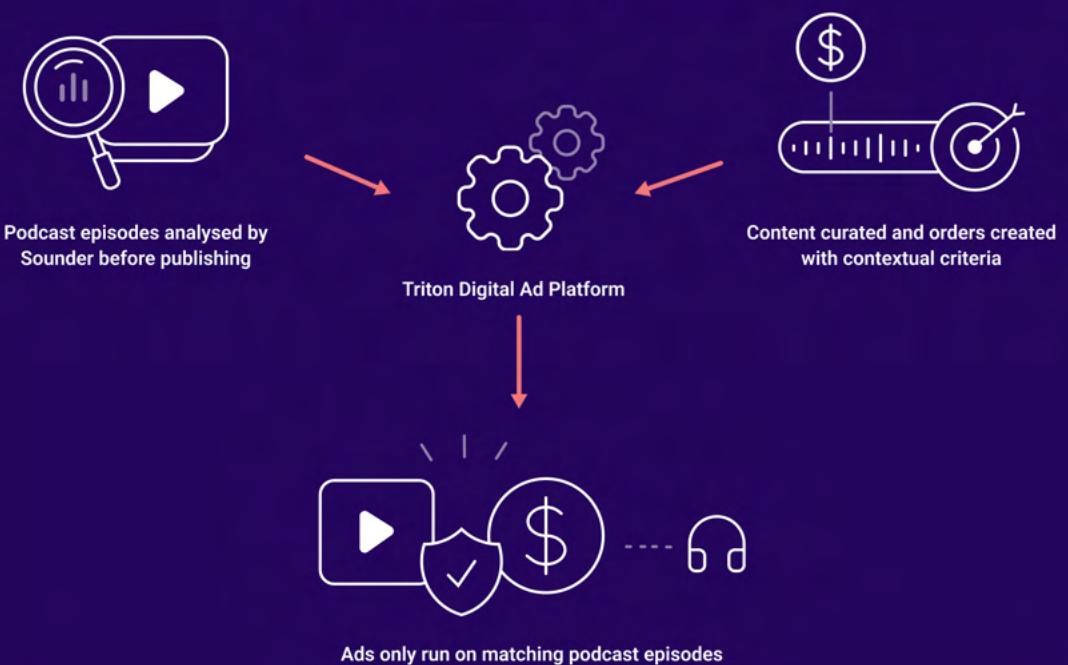
Ad-Free Analysis

Sounder analyzes and classifies content before dynamic ad insertion, ensuring Contextual and Brand Suitability signals reflect the episode, not the ads.

Automated Post-Campaign Reporting

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

Pre-Bid Solution for Podcasting



Maximize Impact with Contextual and Brand Suitability Targeting

01

Improve Relevance and Performance: Placing ads in episodes where the conversation naturally aligns with a brand's message increases listener attention, recall, and engagement, driving stronger performance than generic, run-of-network buys.

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.

02

Unlock More Relevant Inventory: Episode-level context goes beyond show-level genre, allowing brands to access relevant episodes within shows, even when the overall show category doesn't match or episodes vary widely in topic.

03

Protect Brand Reputation at Scale: Brand suitability targeting ensures ads don't run alongside content that conflicts with a brand's values, tone, or risk tolerance, without relying on show or genre-level exclusions that can unnecessarily limit reach.

Buy Audio With Confidence



01

Ensure your ads align with your brand's values by precisely targeting or avoiding specific topics

02

Reach more audiences by aligning with a larger pool of podcast categories targeting beyond genres onto IAB categories or topics you might not have considered otherwise

03

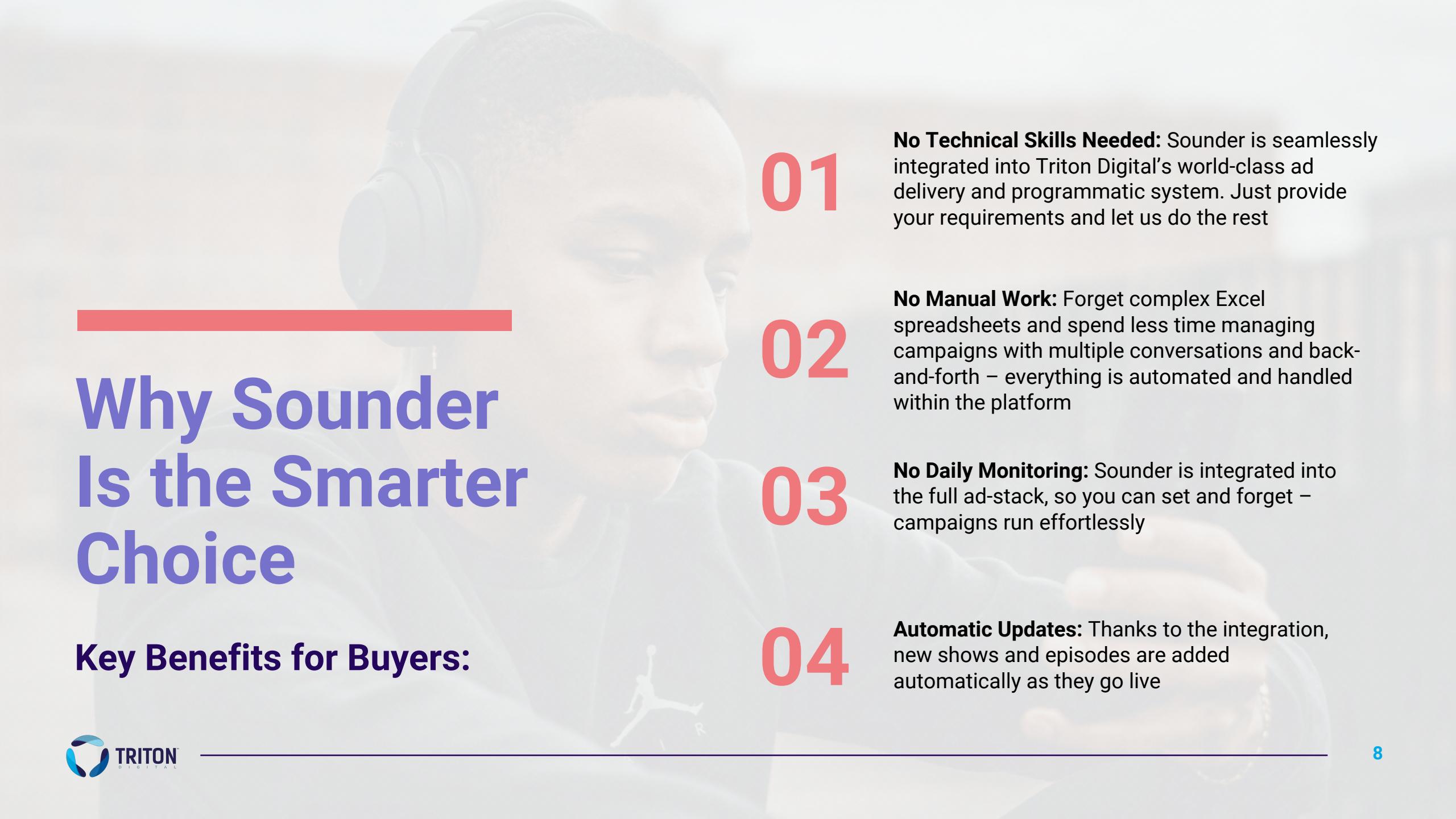
Optimize your ad spend by ensuring your marketing dollars are going towards valuable impressions and engagement

04

Automate Brand Suitability through intelligent technology that evolves with time accessible as segments, through deals or via API

05

Leverage IAB's 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

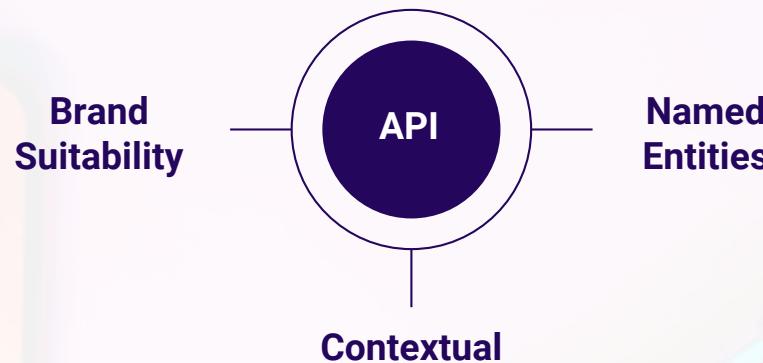
No Manual Work: Forget complex Excel spreadsheets and spend less time managing campaigns with multiple conversations and back-and-forth – everything is automated and handled within the platform

03

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

04

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

Pre-Bid Targeting: Analyzed content is available for publishers to target or avoid directly through TAP and buyers to access in Triton's exchange, with no leakage

02

Signal-Based Curation: Advertising runs based on targeting criteria that matches contextual signals available

03

Native Segments: Buyers can target audiences in Triton's Audio Marketplace or via integrated DSP

04

API Accessible: Content intelligence available as signals via API, for targeting or enhancing existing models

A dark, semi-transparent background image showing two people in a studio setting. On the left, a person wearing headphones and a dark shirt is smiling. On the right, another person wearing glasses and a patterned shirt is also smiling and holding a microphone. The overall mood is professional and friendly.

Let's Talk.

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