

Drive Smarter Programmatic Podcast Campaigns with AI-Powered Contextual Targeting in The Trade Desk

Using sounder AI Powered Segments in the **Kokai Contextual Marketplace**

This Integration Allows Advertisers and The Trade Desk Buyers to:

- Target podcast content based on **episode-level context** (e.g., business, technology, sports, travel, news, culture)
- Use **contextual categories** aligned to real listening content
- Apply **brand suitability** controls for inclusion and exclusion
- Activate podcast inventory directly within The Trade Desk workflow

"Contextual targeting **helps traders align their ads** and **campaign goals** with the content audiences are engaging with, making it easier to reach new, relevant audiences.

By incorporating contextual signals alongside your audience targeting strategies, you can **improve relevance, increase control,** and **help scale audience-first** campaigns more effectively."

- **The Trade Desk**

Provider: Sounder.ai X

Type v

Q Search by segment keywords

Create contextual strategy

Add segments you want to target or block. Browse the marketplace or select from your saved data groups.

Targeted segments

No segments added yet. Click Add segments (OR) to search and find segments or use saved data groups.

Add Segments (OR) v

Add segments (AND) v

Blocked segments

No segments added yet. Click Add segments (OR) to search and find segments or use saved data groups.

Add Segments (OR) v

Add segments (AND) v

Seed | TEST

Relevance is calculated based on the seed selection.

Contextual strategy summary

This summary will update as you add segments.

Strategy name

TEST

Avg. Scale

1 in 0 Web Pages

Avg. Relevance

Avg. Daily Reach

[Learn more about billing](#)

How It Works

Episode analysis

Podcast episodes are analyzed using Sounder AI technology.

Contextual classification

Content is mapped into standardized contextual groupings aligned with industry taxonomy frameworks and optimized for audio.

Segment activation in The Trade Desk

These classifications are converted into The Trade Desk segment IDs, available for campaign targeting and exclusions.

Access Sounder.AI Segments in Tradedesk's Contextual Marketplace

Segments **include**:

Add segments from marketplace
Browse the marketplace and add segments to target in your contextual strategy. Segments you add are combined using OR logic.

Provider: Sounder.ai X Type

<input type="checkbox"/>	SEGMENT NAME	PROVIDER	SEGMENT TYPE
<input type="checkbox"/>	Contextual > Attractions	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Attractions > Amusement & Theme Parks and Theater Venues	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Attractions > Bars, Restaurants & Nightlife Venues	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Attractions > Casinos & Gambling	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Attractions > Museums, Historic Sites & Wildlife Attractions	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Attractions > Parks, Outdoor Activities & Shopping Destinations	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Automotive	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Automotive > Automotive Lifestyle & Enthusiasts	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Automotive > Automotive Research, Purchase Intent & Rentals	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Automotive > Automotive Ownership & Maintenance	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Books and Literature > Literary Fiction & Poetry	Sounder.ai	Standard
<input type="checkbox"/>	Contextual > Books and Literature > Art, Photography & Comics	Sounder.ai	Standard

Stay in Control of Your Narrative

The Contextual Marketplace, available within the Contextual (X) tile, enables you to **target** or **block contextual segments** based on specific topics.



Our podcast inventory is available today, alongside other premium podcast shows and networks analysed by Sounder.AI