# **AdBuilder Al**



## AdBuilder Al | The smart way to scale audio ads

A self-service solution unlocking new revenue opportunities for publishers and new reach for advertisers.

AdBuilder AI empowers buyers to easily access and activate digital audio inventory without heavy lift from your team. The platform connects new advertisers to audio through a streamlined, self-serve workflow designed for scale.

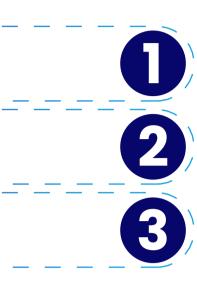
### For Buyers

- Seamlessly launch campaigns with minimal effort.
- Expand marketing reach into the growing world of audio.
- Generate Al-powered audio ads in seconds using the built-in Creative Builder.

## For Publishers

- Open access to new, long-tail advertisers.
- Tap into net-new revenue without additional overhead.
- Automate campaign intake and creative management.
- Reduce support needs with an intuitive, end-to-end platform.

Powered by **Triton Ad Platform**,
AdBuilder Al puts you in **complete control** of your inventory, campaigns,
and creative making it the simplest
way to **unlock more revenue** across
your digital audio footprint.



# AdBuilder Al | Customized market for Triton publishers

A fully white-labeled, standalone web application designed exclusively for Triton publishers.

With AdBuilder AI, buyers can independently:

- Register and onboard
- Create ads and book campaigns
- Track and manage all active campaigns, 100% self-serve

Integrated via **API** with **TAP**, AdBuilder AI also **empowers publishers** with centralized control over advertisers, campaigns, and creative assets, seamlessly managing incoming demand at scale.

## Expand your business with AdBuilder Al

Efficiently generate new revenue from Tier 3 clients without diverting attention from top tier clients.



#### Key clients with large budgets

- Support needs: HighAd expertise: High
- \_ ADB use case: Few



#### Moderate amount of clients with moderate budget

- Support needs: MediumAd expertise: High to moderate
- L ADB use case: Some
- Tier 03

### A large number of clients with small budgets

- Support needs: LowAd expertise: Moderate to low
- ADRILISE COSE: Many
- L ADB use case: Many





Each publisher will have their own AdBuilder AI instance and domain.

Logo

**Brand Colors** 

Localized language and currency



