

PODCAST METRICS DEMOS+ (NL)

Audience Insights at Your Fingertips

Inform your podcast programming and advertising decisions with an easy-to-use online interface.



FEATURES

- Person level demographics (not household) with audience characteristics by age and gender, sociographics, media behavior, and purchase intent
- For podcasts of all sizes
- Privacy safe
- New lens into podcasting listening for advertisement buying, selling and research
- Ability to inform media decisions based on demographics with profile characteristics and downloads all in one place

Demos+ is In collaboration with the audio research firm Signal Hill Insights

"We are thrilled to join forces with Triton Digital to expand Demos+ to the Netherlands. As a leader and innovator in the space, Triton is the perfect partner to bring these advanced insights to the buying community and help to further the growth of podcast advertising in the Netherlands."

Jeff Vidler, President/Founder at Signal Hill Insights



Trusted research meets innovation: First-ever fusion of census and survey methods, now expanding into our third country!