

## TRITON ADVERTISING PLATFORM (TAP)

# All the tools you need to manage your ad inventory at scale.

TRITON

TAP makes it easy for publishers to manage their ads, dynamically inserting them into digital streams, podcasts, and on-demand playlists.

## STREAMLINE AUDIO CAMPAIGN MANAGEMENT

TAP provides radio broadcasters, podcast publishers, and streaming music services with the tools necessary to dynamically insert highly targeted audio ads directly into live, on-demand, and podcast audio via server-side ad insertion.



#### **Advanced Targeting**

Behavioral and demographic Targeting. Easily package ad inventory as a targeted sale to compete in both digital and local broadcast markets.



#### **Real-Time Insights**

Real-time transaction insights to identify trends and make data-driven adjustments.

#### "TAP has provided a smooth experience for campaign set-ups and the interface is clean and extremely easy to use!"

– Angie Ho, Digital Campaign Specialist Commercial Ops, Mediacorp

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	Priority type Priority level	The flight will run for 365 day(s). Pacing	Created by FredDocce
	O Sponsorship 8,4,5 O High	7 O Even pacing O	Created March 28 2022 at 2:26-11 DM CMT.4

### **BENEFITS**

- o Creative management
- Programmatic Guaranteed deals
- o Streamlined ad operations
- **o** White-glove support



#### **Inventory Forecasting**

Real-time inventory forecasting accounts for station breaks, historical impressions, delivery, contending campaigns, targeting, frequency capping, and more.