

The Benefits of Addressable Impressions



Unique Identifiers

Having a unique identifier¹ for each listener is critical in providing addressable or “smart” impressions to your advertising partners. Depending on the player platform, unique identifiers are implemented in one of two ways:

- **Mobile Applications:** Both the iOS and Android mobile operating systems incorporate an Advertising ID² that is unique to the mobile device being used by the listener to play the stream.
- **Browser-Based Players:** Website cookies are exchanged in such a way as to identify a unique listener across multiple servers. This process is typically referred to as “cookie sync”.
- **Unique Identifiers:** Passing unique identifier information enables greater transparency and accountability in the programmatic marketplace. In addition, unique identifiers enable more granular audience measurement and targeting, which enables a more curated and personalized ad experience for listeners. Smart impressions (inventory with unique identifiers) are highly valued by advertisers, resulting in a higher CPM for Publishers.

Addressable Impressions

Regardless of the player platform or the method of gathering the unique identifiers, Triton Digital needs to be made aware of those unique identifiers so that we can leverage valuable audience segmentation data from our Data Management Platform (DMP) partners. Integrating your listeners within the DMP’s buying segments results in actionable addressable impressions - making your inventory more valuable to advertisers and providing increased revenue opportunities for you.

¹ These unique identifiers do not contain any personally identifiable information (PII). PII means any information used or intended to be used to identify or locate an individual, including name, postal address, telephone number, email address, social security number, or personal ID numbers.

² Not related to the specific device’s serial number or Unique Device Identifier (UDID)

Addressable or ‘smart’ impressions are more valuable to the advertiser than non-addressable or ‘dumb’ impressions, as they provide more data about the audience that significantly improves targeting capabilities. Therefore, smart impressions garner more of the advertising budget, fetching CPM levels that are 2 to 3 times higher than those of dumb impressions.”

Mike O’Neil

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Benefits

The following table summarizes the benefits you receive from addressable or “smart” impressions compared to impressions bound to a player-generated session ID and “dumb” impressions.

	Dumb	Session ID Only	Smart
Audio Media	✓	✓	✓
Increased CPM	x	✓	✓
Better Fill Rate	x	x	✓
1 st Party (Age & Gender)	x	x	✓



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