



Data Connect

The enhanced targeting capabilities available within Tap enables audio publishers to increase the value of their inventory as well as the return on investment for their advertisers. The opportunity for monetization increases with more data and insights using Data Connect.

FEATURES & CAPABILITIES

- Pre-populated relevant audience targeting segments
- Curated demographic data
- Listeners mapped by IP address, cookies, & device ID
- Available in Tap Live, Tap OnDemand, & Tap Podcast to publishers with listeners in the U.S.

Increase Monetization Opportunities with Enhanced Targeting Capabilities

Insightful Demographic & Behavioral Targeting

Work with your advertisers to target relevant audience segments (such as “fashionistas” for fashion ads), which provides a better advertising experience for listeners and improves the effectiveness for advertisers and publishers alike.

Intuitive Targeting Segments

Pre-populated third-party segments curate the inventory with Age and Gender data to ensure that ads reach a targeted audience. These segments include identifiers such as cookies, IP addresses, mobile advertising IDs (AdID or IDFA) or PPIDs.

Increased Inventory Value

The ability to target demographic information as well as relative audience segments provides valuable insights that are attractive to advertisers. Reaching the right audience enables you to monetize your inventory faster and more efficiently.

Mobile Listener Tracking

Both online and offline demographic, behavioral, and interest-based data can be associated with a specific device or household to ensure that listener is being tracked properly.

