Programmatic Audience Research

Leverage our partnership with Metamarkets to estimate the number of available & sellable audio impressions/avails in a particular market within the a2x programmatic marketplace.

Dimensions / Filters Include:

- **Device Country**: Country retrieved from the IP address, passed by the listener's device.
- **Device Global Region**: Aggregated country list (enriched by Device Country) for splitting the world into global regions. i.e. LATAM, EU, Oceania, etc.
- **Device Language**: Language passed by the listener's device - not necessarily the language of the listener, or of the station.
- **Device Zip**: Zip code retrieved from the IP address passed by the listener's device.
- **Inventory Type**: Phone, Personal Computer, Connected Device, Connected TV, etc.
- **Inventory Position**: Pre-roll or mid-roll.
- **Device Metro**: Metro area retrieved from the IP address passed by the listener's device. This is similar to Nielsen DMAs, and is only applicable for the U.S. market.
- **Station / Format**: The station format, as declared by the audio publisher.

Click the panel to change the date range. (Week is generally the most useful.)

Explore view is the most useful starting point.

Click [+] to drill down into various dimensions.

These are your estimated opportunities for the selected date range...

...the rest of the page contains more detailed data, broken down by various dimensions.

For more information / to get started, contact Monetization@TritonDigital.com