

## **Podcast Metrics for Agencies**

## Streamlines the Process of Podcast Advertising Discovery, Planning, & Analysis

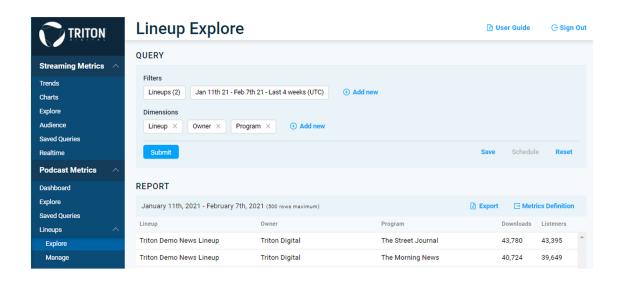
Triton Digital's Podcast Metrics Measurement service provides Agencies with IAB-accredited, consistent data across podcast networks and publishers, regardless of where the podcast content is hosted.

Podcast Metrics enables seamless and aggregated access to podcast data, providing a one-stop shop to discover podcast advertising inventory, analyze the data, and plan your buys. Metrics include Downloads and Listeners.

## **Lineups Tool**

The Lineups tool within Podcast Metrics enables podcast advertising to be bought and sold at scale, by

- Allowing you to access data from multiple publishers through a single user interface, with data updated each day
- Allowing Publishers to create Lineups on your behalf (based on programs of interest to you) & share direct with you
- Standardizing and streamlining data into one easy-to-access package, removing manual tracking & multiple tools
- Eliminating self-reported publisher data, and the need to manually collect and aggregate data from each publisher



## **Podcast Reports**

Triton Digital's monthly Podcast Reports list the Top Networks and/or Podcasts in a particular region including the U.S., Latin America, The Netherlands, Australia, and more, as measured by Triton's Podcast Metrics measurement service.

If you are interested in receiving our Podcast Reports via email, sign up here:

https://info.tritondigital.com/subscribe-to-podcast-reports-and-webcast-metrics-rankers

