



Tap Explore

Tap Explore is a business intelligence tool that is available for you to license & add to your Tap Ad Server. Tap Explore enables you to generate custom reports that are designed to further enhance the way that you analyze & manage campaign yield, providing increased insight around sell-through rates, delivered impressions, ad spend performance, and more to help you better optimize existing revenue opportunities and identify new ones.

Discover New Revenue Opportunities Using Tap Explore

Create Custom Reports to Access Insightful Data

To streamline your campaign reporting, leverage Tap Explore's advanced filtering system to generate custom reports for only the information you need. These reports enable you to drill down into relevant data in one simple view so that you can quickly identify how to best optimize your campaigns moving forward.

Build Relevant Performance Reports with a Variety of Filtering Options

Tap Explore provides you with more than 40 data filtering options including Publisher/Advertiser name, date range, campaign name, delivery method, and more.

A full list of available data filters can be found within the Tap Explore User Guide:
<https://userguides.tritondigital.com/adv/tapug/index.html?tap-explore.htm>

Optimize Future Campaigns Based on Your Data

Tap Explore enables you to analyze the performance of past campaigns, providing you with a clear picture of where your revenue is being generated from, how it's being generated, as well as insight into potential new revenue opportunities.

Simple Export & Download Capabilities

Tap Explore enables you to export and download your full query results into an easily-digestible Excel document for you to save locally and/or share as you need.

A full list of available dimensions can be found within the Tap Explore User Guide:
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The screenshot shows the Tap Explore interface with a sidebar on the left containing navigation options like 'Webcast Metrics', 'Trends (Beta)', 'Charts (Beta)', 'Explore (Beta)', 'Realtime', 'Audience Detail', 'Podcast Metrics', 'Dashboard', 'Explore', 'Tap', 'Explore (Beta)', and 'Campaign Manager'. The main content area is titled 'Tap Explore' and includes a 'Filters' section with 'MADHATFM' and 'Jan 16th 19 - Apr 15th 19 - Last 90 days' selected. Below that is a 'Dimensions' section with 'Month', 'Station Name', and 'Campaign Type' selected. A 'Submit' button is visible. The 'REPORT' section shows data for 'January 16th, 2019 - April 15th, 2019' with the following table:

Month	Station Name	Campaign Type	Impressions
Month of January 2019	MADHATFM	Paid	313
Month of March 2019	MADHATFM	Paid	6,101
Month of April 2019	MADHATFM	Paid	431

On the right side of the interface, there is an 'ADD NEW FILTER' section with a 'Select Dimension:' dropdown menu and a list of available dimensions: Publisher Name, Station Name, Station Status, Advertiser Name, Advertiser (ID), Campaign Name, Campaign (ID), and Campaign Start Date.