



Podcast Attribution 101

Although there are many similarities between podcast attribution and attribution tracking in other digital formats, there are some nuances to podcast attribution that are critical to understand.

No third-party cookies or mobile device IDs available from podcast listeners

When a listener presses play on a new podcast episode, manually downloads the episode, or has had it automatically downloaded for them, the following information is sent over:

- IP Address
- User Agent
- Episode ID

As privacy requirements evolve toward identity-based solutions and away from mobile device IDs (MAIDs) and third-party cookies, more data management platforms will utilize IP addresses to match exposures to conversions.

Does your attribution partner support IP addresses?

Before you start any podcast attribution campaign, make sure to confirm with your attribution partner that they can ingest and match on just an IP address in place of MAIDs or third-party cookies.

While many digital channels benefit from utilizing IP addresses for attribution, some attribution partners may have made a business or technical decision that make them incompatible with IP-based attribution. If your attribution partner is not on our tested list, please contact us to assist you.

Triton adheres to all laws and regulations regarding the forwarding of listener IP addresses so that you and your attribution vendor can be assured that you will only receive data from listeners who have maintained their consent.

If your current vendor does not support IP-based attribution, please reach out to your Triton Digital Client Success Manager for recommendations of vendors spanning from podcast-only to multi-channel.

Tracking action options

While VAST itself supports impression, start, stop, quartiles, play/pause, and other markers, podcasts do not. Please focus only on association podcast attribution pixels with the impression or complete action.



For more information, contact MarketOps@tritondigital.com

Configuring a Campaign for Attribution

There are two components to attribution: the exposure to the ad and the capturing of the conversion action. The following steps will guide you on how to configure your campaign for podcast attribution.



Attribution Pixel

- Before the campaign begins, ask the brand for their comfort level with placing attribution pixels on their websites
 - Note: Some companies may not allow third-party pixels on their websites, which would prevent this campaign from tracking attribution
- Other companies may require the attribution pixel in a specific format or to be placed inside of a tag manager
 - Note: Always check with your attribution partner on what tag managers they support



Conversion Pixel

- Identify the exact page or action that you would like to track as a conversion
 - Note: Confirm with the brand that they can place a pixel on that page or action
- Create a conversion pixel with your attribution partner, either in their platform or by request, and have the brand
- Get the pixel placed on the brand's website and confirm that you see it firing, at least 14 days before the campaign starts
 - Note: Check on this pixel at the 7 and 3 day mark, to confirm it's still firing correctly



Exposure Pixel

- Create one attribution pixel per placement or line item, depending on the granularity of your goals. You can always aggregate up, but you can't split up aggregated data
 - Note: Only URL-based pixels are supported for podcast delivery, not iframe or JavaScript pixels
- Direct-Served Campaigns
 - If you're building your campaign through Triton, you can utilize up to 8 different tracking pixels per placement
 - Triton passes the podcast listener's IP address through the header, but can also provide you with a macro to add directly into the pixel
- Programmatic Campaigns
 - Configure the pixels in your DSP by entering the correct macros for the listener IP to be passed
 - Generate the VAST URL and provide it to Triton for serving
 - Triton passes the podcast listener's IP address through the header, but can also provide you with a macro to add directly into the pixel
 - Note: VAST URLs should not exceed three wrappers



Weekly Check-Ins

- Brands should check their website weekly to confirm that the tracking pixel is still live

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