



Yield Op Deal Targeting Capabilities

Items available for targeting at the **publisher** level:

- **Country**
- **Protocol**
 - o Streaming
 - o On Demand
 - o Podcast
- **Delivery method**
 - o Streaming
 - o Progressive
 - o Download
- **Position**
 - o Pre-roll
 - o Mid-roll
 - o Post-roll
- **Publisher**
 - o ID
 - o Name
 - o URL
- **Station/Podcast**
 - o Genre/Format > Click [here](#) to see the full list of over 130 categories
 - o ID
 - o Name
 - o URL
 - o Episode title (When available)
 - o Episode number (When available)
 - o Language

At a **listener**, level the following elements can be targeted:

- **Device type**
 - o Mobile
 - o Connected Device
 - o Smart Speaker
 - o Desktop
- **Device language**
- **Age**
- **Gender**
- **Cookie ID/IDFA/GAID (Addressable)**
- **Distributor/Player**
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The **macros** that can be used for targeting and tracking can be found [here](#).

For any questions, please feel free to reach out to us at marketops@tritondigital.com