



Triton Audio Marketplace

Leverage the Power of Audio to Engage Your Audience

The first of its kind, Triton’s programmatic audio marketplace enables buyers to execute largely non-skippable and brand safe audio ad buys through open auction & programmatic direct deals, and contains a wide array of inventory from podcasters, radio broadcasters, web radios, and online music services from around the globe.

Features & Capabilities

- ✓ Advanced Tracking
- ✓ Premium Publishers
- ✓ Audience at Scale
- ✓ Targeting

Premium Publishers

We partner with licensed broadcasters and top-tier internet radio publishers including Audacy, Prisa Radio, Deezer, Anghami, Salem, Bell, Spreaker, Urban One, and more to assure the quality inventory and brand safety you can trust.

Targeting

Reach unique listeners through accurate audience targeting based on format, genre, geography, device, as well as Cookie & Mobile Ad ID.

Available Podcast Inventory

Download, streaming, or OnDemand podcast inventory is available globally via Direct Deals and may be bought through integrated DSPs.

Multi-Channel

Reach your target audience with the right message at the right time across all of their go-to devices, including smartphones, tablets, desktop computers, smart speakers, and more.

Integrations

The inventory is available globally via Open Auction, PMP or Direct Deals and may be bought through integrated DSPs:

<https://www.tritondigital.com/dsp-integrations>

Helpful Resources

For Programmatic Audio Buying resources, visit <https://www.tritondigital.com/resources/programmatic-for-buyers>

Premium Audio Publishers



For Buying & Inventory Support, contact MarketOps@TritonDigital.com

For Technical Support, contact Support@TritonDigital.com