



Triton's Programmatic Audio Marketplace

Unleash the Power of Programmatic to Generate Revenue

The first of its kind, Triton's programmatic audio marketplace enables publishers of all sizes to automate the selling of their digital audio inventory, while maintaining full control over who can purchase their inventory and at what price.

Features & Capabilities

- ✓ Highly Engaged Audience
- ✓ Compliment to Traditional Sales Channels
- ✓ Monetization of Inventory in Real-Time
- ✓ Maximizes Yield
- ✓ Monetize both In & Out-of-Market Inventory

Support for Various Deal Types

Triton's programmatic audio marketplace is built to provide control over how your audio inventory is bought and sold, with support for both open auction as well as direct programmatic deals. Integrations with a number of industry-leading Demand Side Platforms (DSP) provide buyers all over the world with access to your inventory.

Yield Optimization

Leverage Yield-Op, our audio-first Supply-Side Platform (SSP) that was built from the ground-up to provide you with advanced controls to manage demand and optimize yield for your inventory.

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.

DSP Integrations

Triton Digital is proud to have integrated a number of industry leading DSPs with the marketplace, to enable buyers all over the world to add digital audio to their programmatic buys,



For a full list of integrated DSPs, visit <https://www.tritondigital.com/dsp-integrations>

Real-Time Analytics

Access real-time insights into your programmatic data with comparison metrics, multi-dimensional analysis, interactive filtering, and proactive alerts to gain a better understanding of your audio inventory transactions.

Additional Benefits

- Monetize in and out-of-market listeners
- No upfront costs
- Manage pricing tactics

Helpful Resources

For Programmatic Audio Buying resources, visit <https://www.tritondigital.com/resources/marketplace/us>

For Technical Support, contact Support@TritonDigital.com