



# Yield Op Deal Targeting Capabilities

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

- **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\*
  - o Content (Tag)\*
- **Station/Podcast**
  - o Genre/Format > Click [here](#) to see the full list of over 130 categories
  - o Station Tag\*
  - 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:

- **Country**
- **Latitude/longitude** (When available) \*
- **Device type**
  - o Mobile
  - o Connected Device
  - o Smart Speaker
  - o Desktop
- **Device language** (When available)\*
- **Age** (When available)
- **Gender** (When available)
- **Cookie ID/IDFA/GAID (Addressable)** (When available) \*
- **Distributor/Player** (When available)

The **macros** that can be used for targeting and tracking can be found [here](#).

\*To be layered on the DSP

For any questions, please feel free to reach out to us at [marketops@tritondigital.com](mailto:marketops@tritondigital.com)