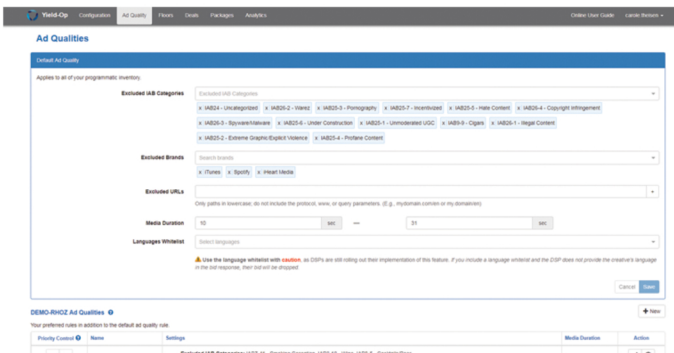




Yield-Op SSP

Take Control of Your Digital Audio & Podcast Inventory

Yield-Op by Triton Digital® is an audio-first SSP for broadcasters, podcasters, & music streaming services. Yield-Op provides advanced publisher controls to manage demand and optimize yield for every digital audio and podcast opportunity.



Features & Capabilities

- ✓ Agnostic - connects to all ad networks and exchanges including DAX, Katz, RMS, and more
- ✓ Open & Private Auctions
- ✓ Global Connectivity
- ✓ Priority Control of Floor Rules
- ✓ Ad Quality Settings by Brand or IAB Category
- ✓ Built-In Industry Separation
- ✓ Industry-leading support
- ✓ Custom Yield Management Reporting

Your Inventory, Your Rules

Monetize your digital audio and podcast inventory programmatically. Yield-Op provides you with full-control of your monetization efforts, enabling you to manage floors, define access rules, and more.

Precise Targeting

Leverage robust targeting parameters such as geography, device, addressability, content position, station, formats, languages and demographics to reach your intended audience at the right place and the right time.

Private Deals

Set private deals with preferred buyers to facilitate the best possible transactions.

Increased Visibility through Ad Network Packages

Increase the visibility of your audio and podcast inventory within connected DSPs by opting into highly targeted packages created by leading ad networks.

Insightful Yield Management Reporting

Create custom reports to help manage yield in Tap using the Tap Explore feature, which provides insight into your sell-through rate, advertising budgets, station ad delivery performance, and more.

Ad Quality Specifications on Individual Deals

Define ad quality rules for specific deals that give you the option to override the IAB category requirement or restrict to a specific brand.

Evergreen Deals

Streamline your ad operations with access to pre-packaged inventories based on audience, format, geography, station, and more.

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.

Auction Types

Maximize your yield by defining floors with the ability to specify Second Price, First price or Fixed price auction types.

DSP Integrations

Triton Digital is proud to be integrated with a number of industry-leading DSPs, to provide marketers & advertisers with the ability to add online audio from top-tier broadcasters and streaming music providers to their programmatic, omni-channel buys. For a full list of integrated DSPs, visit <https://www.tritondigital.com/resources/marketplace/integrated-dsps>