Triton Digital and Optable Case Study: Driving Revenue Growth with UID2 Activation

Triton Digital partnered with Optable to create an identity technology solution to enable audio publishers to maximize their addressability. Triton's Audio SSP was integrated with Optable's ID Switchboard to generate The Trade Desk's Unified ID 2.0 (UID2).

This collaboration resulted in a **26% increase** in average daily programmatic spending and a **2.4x higher** inventory fill rate for UID2 traffic. These results highlight the powerful role advanced identity solutions play in driving programmatic revenue growth.

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KEY RESULTS

✓ **26% Increase in Average Daily Spend:** The integration of UID2 boosted spending efficiency and scale.

✓ **2.4x Higher Fill Rate:** UID2 traffic significantly improved inventory fill rates, optimizing programmatic performance.

OBJECTIVE

Triton aimed to implement tools and systems to support extended user identifiers, including **The TradeDesk UID2, Yahoo Connect ID**, **Epsilon Publink** and more. The goal was to seamlessly process these identifiers while adhering to privacy regulations and **simplifying** integration for publishers.

GOALS AND SOLUTIONS

Enhanced Processing Capabilities:

Triton integrated with Optable's Identity Solution Platform to generate extended user identifiers efficiently through Optable's ID Switchboard, while ensuring privacy and compliance by isolating personal data.

Streamlined Data Integration:

The partnership enabled rapid testing and integration of new data sets with minimal development effort.

Simplified Implementation for Publishers:

Triton simplified adopting extended user identifiers- for its publisher clients, such as iHeart Media and Bell Media, ensuring scalability across large datasets and media platforms.

To do this Triton and Optable had to resolve and integrate iHeart Media's data using cutting edge server-to-server infrastructure.

**Optable brought the tech and know-how to allow Triton to make it all work for Audio:**

Optable's advanced identity management technology addresses addressability challenges in audio publishing. By integrating with Optable, Triton Digital's SSP enables **secure interoperability** with The Trade Desk (TTD) for identity enrichment. Leveraging its Private UID2 service, Optable generates UID2 tokens from a top publisher, iHeart Media U.S.- registered users.

This framework **enhances addressability across the publisher's U.S. inventory**, driving **increased programmatic revenue** and offering advertisers **improved audience precision.**

Optable designed the system to seamlessly **integrate everything**, offering privacy-safe controls and support for multiple EIDs. Optable's ID Switchboard enables Triton Digital to securely manage and integrate multiple identity frameworks in one interface, including UID2, Yahoo ConnectID, Epsilon PubLink, and Criteo Encrypted Email.
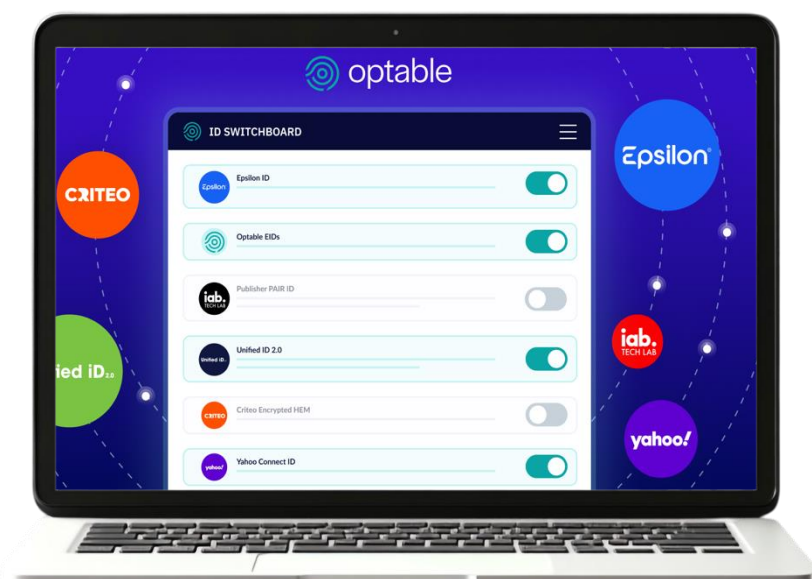
"This partnership marks a significant leap forward in identity activation for audio, ensuring that premium audio publishers, such as iHeartMedia, can securely manage and scale addressability of their inventory across a multitude of demand partners."

Bosko Milekic, Chief Product Officer and Co-Founder of Optable.

CONCLUSION

By leveraging Optable's Identity management solution, technical expertise and integrating UID 2.0, **Triton successfully enhanced programmatic performance for its publisher clients.**