



REACH EXTENSION

Elevate Your Digital Audio Advertising Strategy with Triton Digital's Reach Extension

Unlock unparalleled opportunities in digital audio advertising with **Triton Digital's Reach Extension** – the perfect solution for ad networks, sales houses, and publishers looking to amplify the impact of their campaigns. Tap into Triton's expansive network of premium publishers and take your advertising strategy to the next level.

KEY FEATURES

Scale Beyond Owned & Operated Inventory: Expand your ad buys with access to additional inventory through reseller contracts.

Your Inventory, Your Rules: Use advanced targeting tools to focus on specific demographics, locations, and listener behaviors while maintaining complete control over inventory delegation.

Ad Quality Assurance: Maintain exclusivity, ad separation, and quality standards, even for demand generated through Reach Extension.

Seamless Integration: Effortlessly connect with your existing ad servers and platforms for streamlined campaign management.

Comprehensive Reporting: Gain actionable insights with detailed analytics and reporting tools to evaluate campaign performance and effectiveness.



BENEFITS

Optimized Ad Spend: Make the most of your advertising budget by efficiently delegating remnant inventory to resellers.

Incremental Revenue Growth: Generate additional income from inventory that is challenging to sell.

Increased Audience Engagement: Connect with more listeners in untapped regions or demographics.

IDEAL USE CASES

Low Sell-Through Rates (STR): Address inventory in specific geographies, stations, podcasts, or positions with low demand.

Excess Inventory: Monetize surplus inventory in underserved demographics or regions.

Triton Digital's Reach Extension ensures your inventory finds the right audience while maintaining the integrity of your brand. Begin exploring your potential today by expanding your digital audio footprint with confidence.