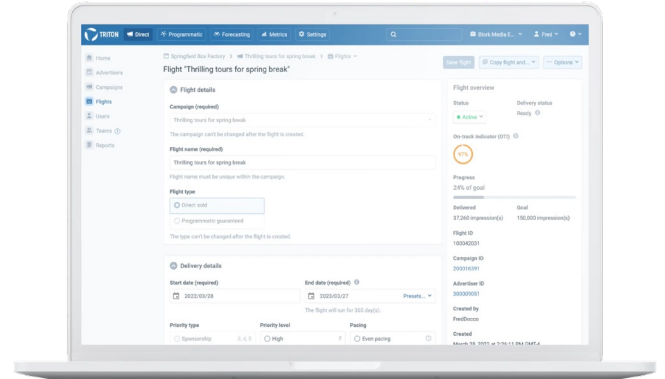# TRITON ADVERTISING PLATFORM (TAP)

## All the tools you need to manage your ad inventory at scale.

TAP makes it easy for publishers to manage their ads, dynamically inserting them into digital streams, podcasts, and on-demand playlists.

## STREAMLINE AUDIO CAMPAIGN MANAGEMENT

TAP provides radio broadcasters, podcast publishers, and streaming music services with the tools necessary to dynamically insert highly targeted audio ads directly into live, on-demand, and podcast audio via server-side ad insertion.

## BENEFITS

o **Creative management**

o **Programmatic Guaranteed deals**

o **Streamlined ad operations**

o **White-glove support**

### Advanced Targeting

Behavioral and demographic Targeting. Easily package ad inventory as a targeted sale to compete in both digital and local broadcast markets.

### Real-Time Insights

Real-time transaction insights to identify trends and make data-driven adjustments.

### Inventory Forecasting

Real-time inventory forecasting accounts for station breaks, historical impressions, delivery, contending campaigns, targeting, frequency capping, and more.

*"TAP has provided a smooth experience for campaign set-ups and the interface is clean and extremely easy to use!"*

*– Angie Ho, Digital Campaign Specialist Commercial Ops, Mediacorp*