# Monetize Your Streams and 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 podcast opportunity.

## 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, station, content, language, position and demo. Help your clients to reach their intended audience and generate more revenue for you.

## Private Deals

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

## Increased Visibility

Showcase your inventory and easily connect with global demand side partners and leading ad networks.

## Insightful Reporting

On-demand access to transparent reporting of all audio inventory sold programmatically in one UI. Up to date dashboards of programmatic opportunities, revenue, sell-thru metrics, detailed by device, region, type, position, format, advertiser, DSP, and many more dimensions to help you analyze this additional revenue source.

## Ad Quality Controls To Suite Your Brand

Define you own rules and specify which advertisers can reach your inventory. A brand-safe way to enjoy the programmatic environment/world.

# FEATURES & CAPABILITIES

- ✓ Agnostic - connects to all ad networks and exchanges including DAX, Katz, RMS, and more
- ✓ Global Connectivity
- ✓ Priority Control of Floor Rules
- ✓ Open & Private Auctions
- ✓ Ad Quality Settings by Brand or IAB Category
- ✓ Built-In Industry Separation
- ✓ Industry-Leading Support
- ✓ Transparent Reporting Dashboard
- ✓ Brand Safety
- ✓ Programmatic Guaranteed

## Evergreen Deals

Include your inventory in larger, always-on pre-packaged deals based on audience, format, geography and more.

## 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 the largest 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 the resources section of trtiondigital.com.**