



Yield Op Deal Targeting Capabilities

Items available for targeting at the **publisher** level:

- **Protocol**
 - o Streaming
 - o On Demand
 - o Podcast
- **Delivery method**
 - o Streaming
 - o Progressive
 - o Download
- **Position**
 - o Pre-roll
 - o Mid-roll
 - o Post-roll
- **Publisher***
 - o ID*
 - o **Name > Can now be targeted on Yield-Op**
 - o URL*
 - o Content (Tag)*
- **Station/Podcast**
 - o Genre/Format > Click [here](#) to see the full list of over 130 categories
 - o Station Tag*
 - o ID*
 - o Name*
 - o URL*
 - o Episode title (When available) *
 - o Episode number (When available) *
 - o Language

At a **listener**, level the following elements can be targeted:

- **Country**
- **Latitude/longitude** (When available) *
- **Device type**
 - o Mobile
 - o Connected Device
 - o Smart Speaker
 - o Desktop
- **Device language** (When available)*
- **Age** (When available)
- **Gender** (When available)
- **Cookie ID/IDFA/GAID (Addressable)** (When available) *
- **Distributor/Player** (When available)

The **macros** that can be used for targeting and tracking can be found [here](#).

*To be layered on the DSP

For any questions, please feel free to reach out to us at marketops@tritondigital.com