# SOUNDER AUDIO INSIGHTS

Unlock additional monetization opportunities with our AI-powered, end-to-end audio intelligence platform.

Visualize content insights across your shows, allowing you to:

- **Identify** content that aligns with a brand's audience and values.

- **Package** content that matches a brand's brand suitability needs.

- **Create** contextual and brand suitability tags.

- **Deliver** campaigns targeting those tags and buyer requirements.
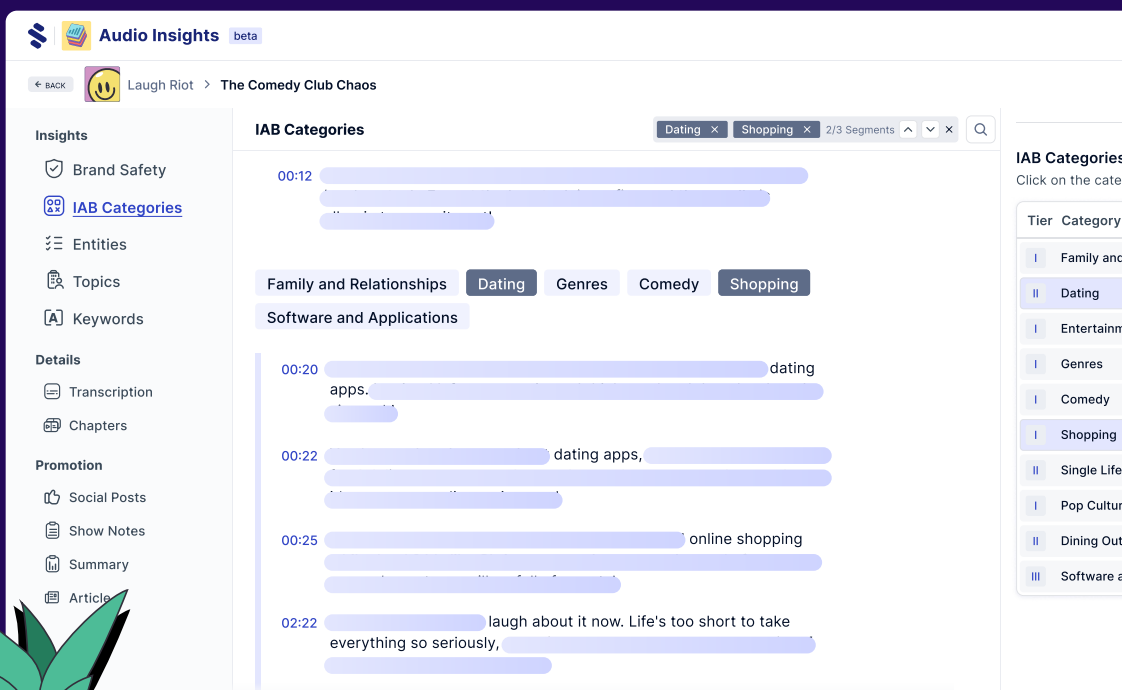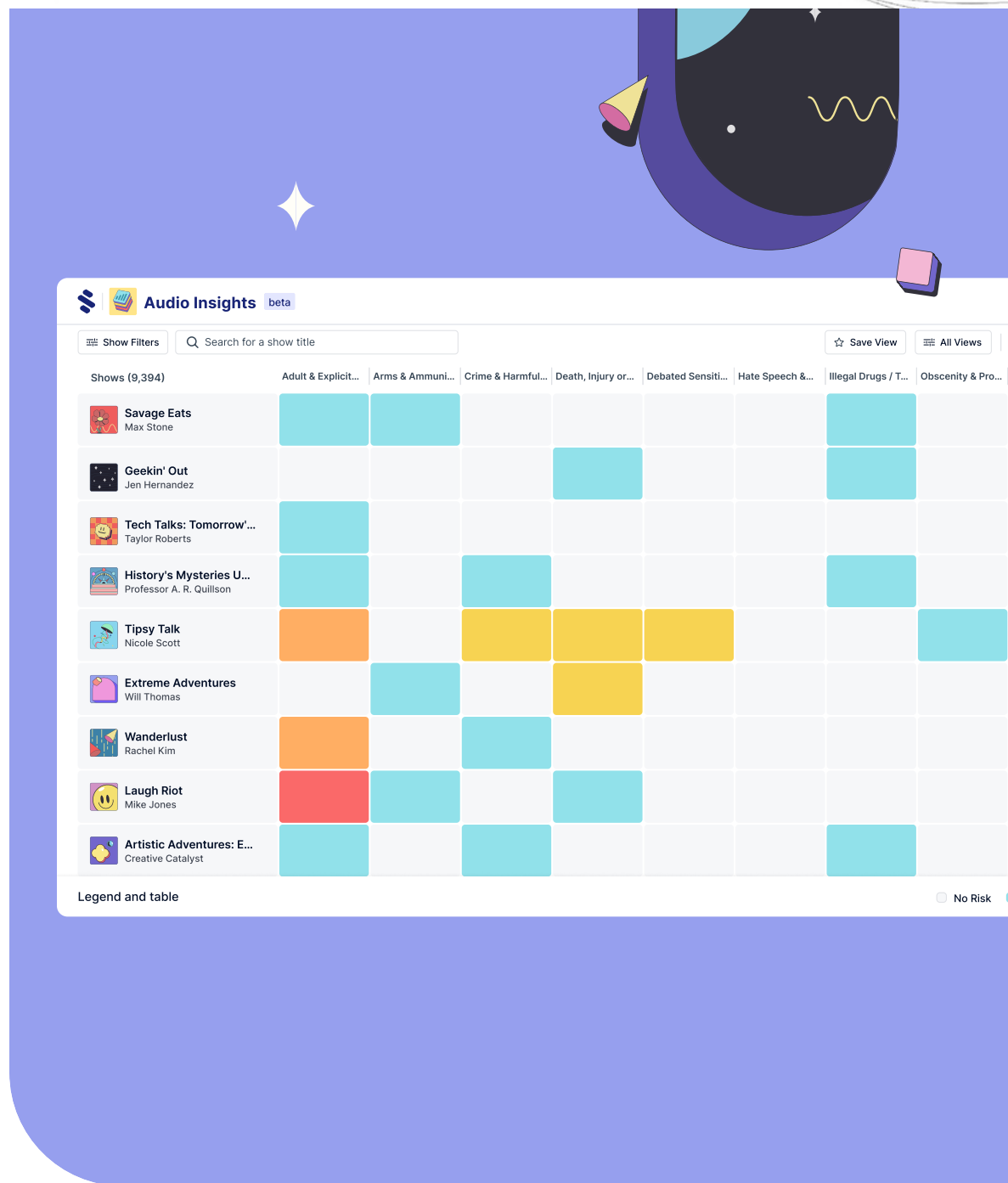
OUR TECHNOLOGY IS:

Semantic:
Understands context, meaning, and nuances, surpassing problematic legacy solutions like keyword counting.

Accurate:
Industry-leading accuracy for superior targeting, ensuring you reach contextually relevant content every time.

Reliable:
More than 6 years of AI & human-in-the-loop verification for robust contextual identification.

CONTEXTUAL TARGETING: PRECISION AT SCALE

Sounder's contextual intelligence scales audio advertising with precision, unlocking new inventory and maximizing buyer's ROI.

WHY SOUNDER:

- **Brand Safety & Suitability** are top-of-mind given the evolving content and topics covered within podcasts; publishers are expected to uphold a brand-safe and suitable environment for advertising.

- **Contextual Targeting is Future Proofed.** Concerns with online privacy continue to build. Contextual targeting is future-proofed because it can target without collecting personal data.

- **Demand for More Sophisticated Targeting Tools is High.** It's Brands seek precise targeting beyond show-by-show sponsorships. Sounder's advanced solution addresses this critical industry need.
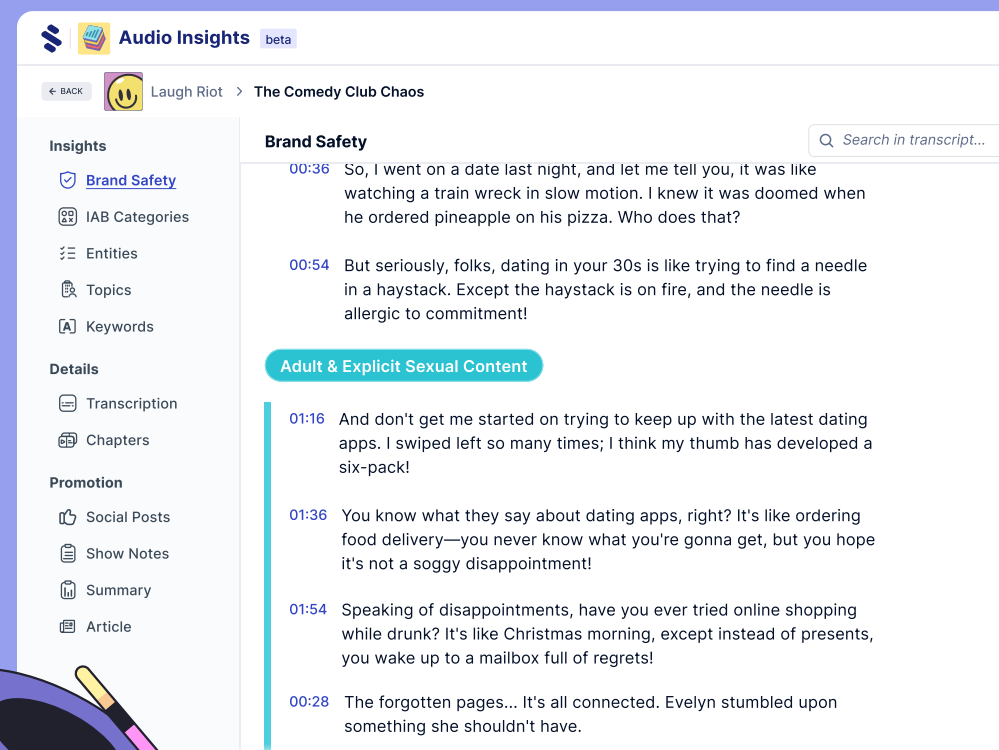
INTEGRATED WITH TRITON:

TAP:

Identify and target podcast inventory to or away from IAB brand safety. Go beyond a show's assigned genre and target precise, **contextually** relevant episodes at scale.

Omny Studio:

See transcripts and brand safety scores in your CMS, before content is published.

Programmatic:

Create Deals, allowing buyers to set their preferred suitability risk levels so the brand's message only runs across inventory desired.