

Triton Creative Manager FAQ

In August 2024, Triton Digital will release the new Triton Creative Manager, designed to replace the Frequency creative manager as the default option for uploading and managing your ad creative in TAP. The roll-out process will be as seamless as possible; in most cases there is no need for you to move your ad creatives, as our migration process will do it for you. Note that this update comes with no cost to you.

This FAQ should help you understand the new Triton Creative Manager and what it means for you. If you have further questions, please speak with your Triton Account Management Team.

Why did Triton create this new creative manager?

We developed the Triton Creative Manager to provide you with greater flexibility and added value through:

Integrated User Interface: Seamlessly manage flights with an integrated user interface on the flight page.

24/7 Engineering Support: Leverage our internal engineering teams to address issues around the clock.

Agile Feature Development: Incorporate new feature requests swiftly for complete control over future enhancements.

Who is the Triton Creative Manager for?

The Triton Creative Manager is designed for any TAP user managing creatives at the flight level.

What differentiates it from the previous creative manager?

The Triton Creative Manager offers all core functionalities from the Frequency creative manager along with additional features, **including:**

- Direct audio uploads without assigning a duration.
- Easy management of creative assets prior to uploading audio files.
- Audio targeting for all Stations/Podcasts within TAP.
- Optional default audio feature.
- Direct edits to published creatives.
- A comprehensive change log tracking who made changes and when.
- Improved UI/UX that aligns with the existing TAP experience.
- Faster support and future improvement opportunities due to in-house ownership.
- (Coming in Q4) Support for multiple durations within a single flight.

Is there a cost difference?

No, the Triton Creative Manager is included as an out-of-the-box solution for all TAP users.

Is a new contract required to switch from the TAP/Frequency creative manager to the new TAP Creative Manager?

No, your existing TAP contract will automatically include the Triton Creative Manager. However, a new contract is required if you wish to continue using Frequency.

When can I start using the new creative manager?

The Triton Creative Manager will be available in **August 2024**, with multi-duration support following in Q4.

Will I be able to upload creatives with different ad durations in the same flight?

Initially, creatives will be restricted to a single duration per flight. Multi-duration support is planned for Q4.

Will I need to re-upload existing creatives in the new creative manager?

No, Triton will migrate your Creative Library from Frequency to the new creative manager, including all audio, banners, and videos. The new Creative Library will display creative assets matching the advertiser for a given flight.

Can I still use Frequency?

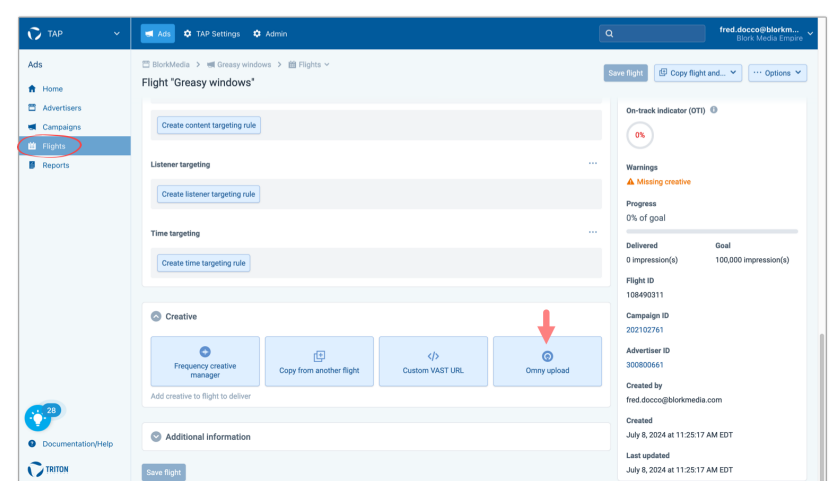
All past Frequency flights will remain viewable. However, in-progress flights will migrate to the New Creative Manager, and future flights will use the New Creative Manager exclusively. For functionalities not available in the New Creative Manager, please coordinate with your Triton representative to re-enable Frequency.

Will the migrated creatives retain their assigned data signals?

Yes, Triton will rebuild your standard data signals as "Targeting Rules" in the new creative manager. Flights using Frequency's third-party data signals (the ones under "Weather") will not be migrated.

As an Omny user, can I upload creatives directly from Omny Studio into a TAP flight?

Yes! We offer a free add-on feature enabling TAP users to assign creative upload tasks to specific shows in Omny. Omny users managing those shows will be notified and can upload audio directly, automatically attaching it to the associated TAP flight. Contact your Triton representative to enable this feature.



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If I use an OMS integrated with TAP to push my audio creatives, will I be able to continue?

Yes, we have new APIs for managing and pushing creatives directly to the Triton Creative Manager. API documentation will be available soon.

Can I upload more than one creative into a single flight?

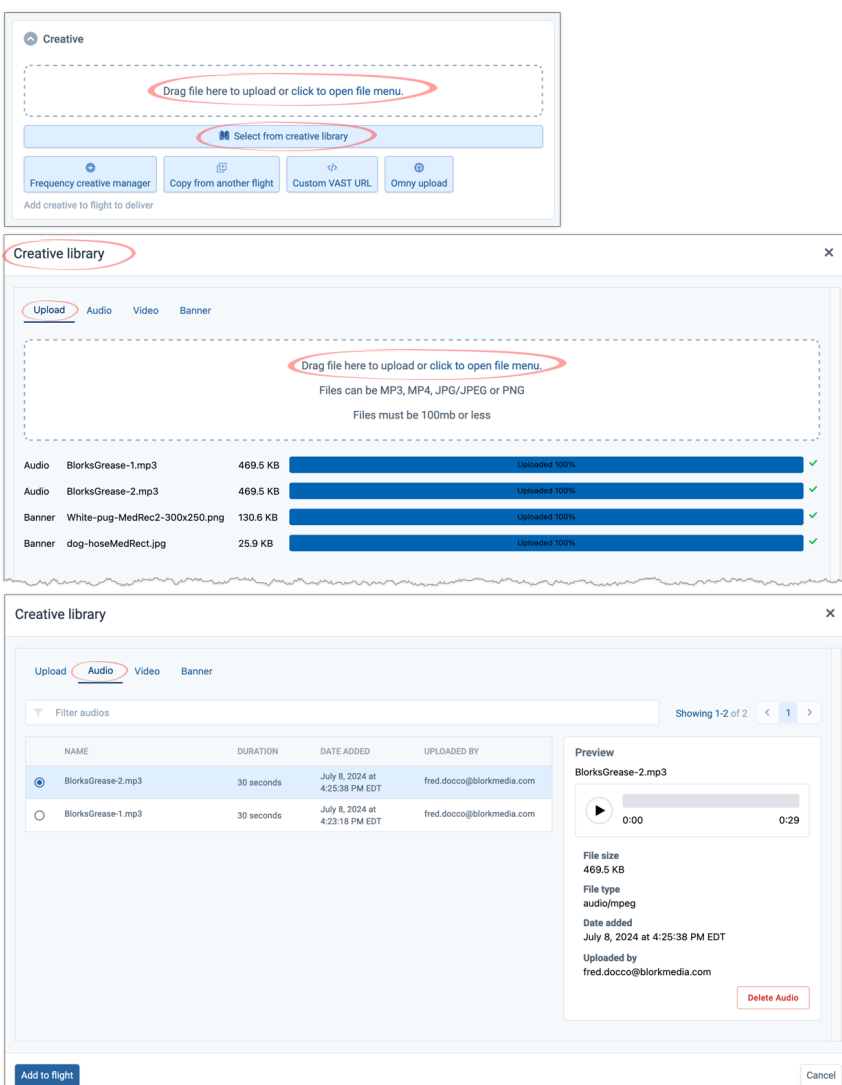
Yes, multiple creatives are supported, including audio distribution in weighted and sequential formats. Standard data signals in the new Creative Manager will be known as "Targeting Rules," including targeting by Time, Location, Player, and Station/Podcast.

What is the Creative Library in the new creative manager?

The Creative Library stores all audio, video, and banner assets for a given advertiser, facilitating the reuse of creative assets across flights.

Pro Tips:

- Upload multiple audio assets simultaneously.
- Select audio and banner files together to quickly create an ad unit.
- Use advanced filtering options to search by duration, file name, upload date, and uploader.



Will there be a "Creative Only" user role?

Not initially, but this feature is planned for a future implementation.

Will I be able to report on creatives along with other campaign details?

Yes, creative reporting will be available as a new report type in TAP Explore called "Creatives," featuring all metrics and dimensions from the Impression report, plus additional metrics and dimensions.

New Metrics:

- LTR (Listen Through Rate)
- Start Quartile
- First Quartile
- Mid Quartile
- Third Quartile
- Completed Quartile
- Video CTR (Click Through Rate)
- Banner CTR (Click Through Rate)
- Banner Views
- Video Clicks
- Banner Clicks
- Frequency
- Uniques

New Dimensions:

- Audio File Name (only for the New Creative Manager and Frequency)
- Ad Duration
- Audio Source
- Universal Ad ID

Pro Tips:

- Access pre-filtered report links at the flight and campaign level.
- View all creative running through Triton, including programmatic, in this report.
- Build and schedule custom reports for yourself or clients.

Will creative reporting be available in the affidavit?

No, creative reporting will only be enabled in TAP Explore.

Will the TAP UI still allow me to filter on "missing creative" flights?

Yes, any flights without published (or "Live") creatives will show as "missing creative," ensuring nothing airs until there is a live version.