



INVESTOR DAY

October 4, 2022 | Nasdaq MarketSite, NYC

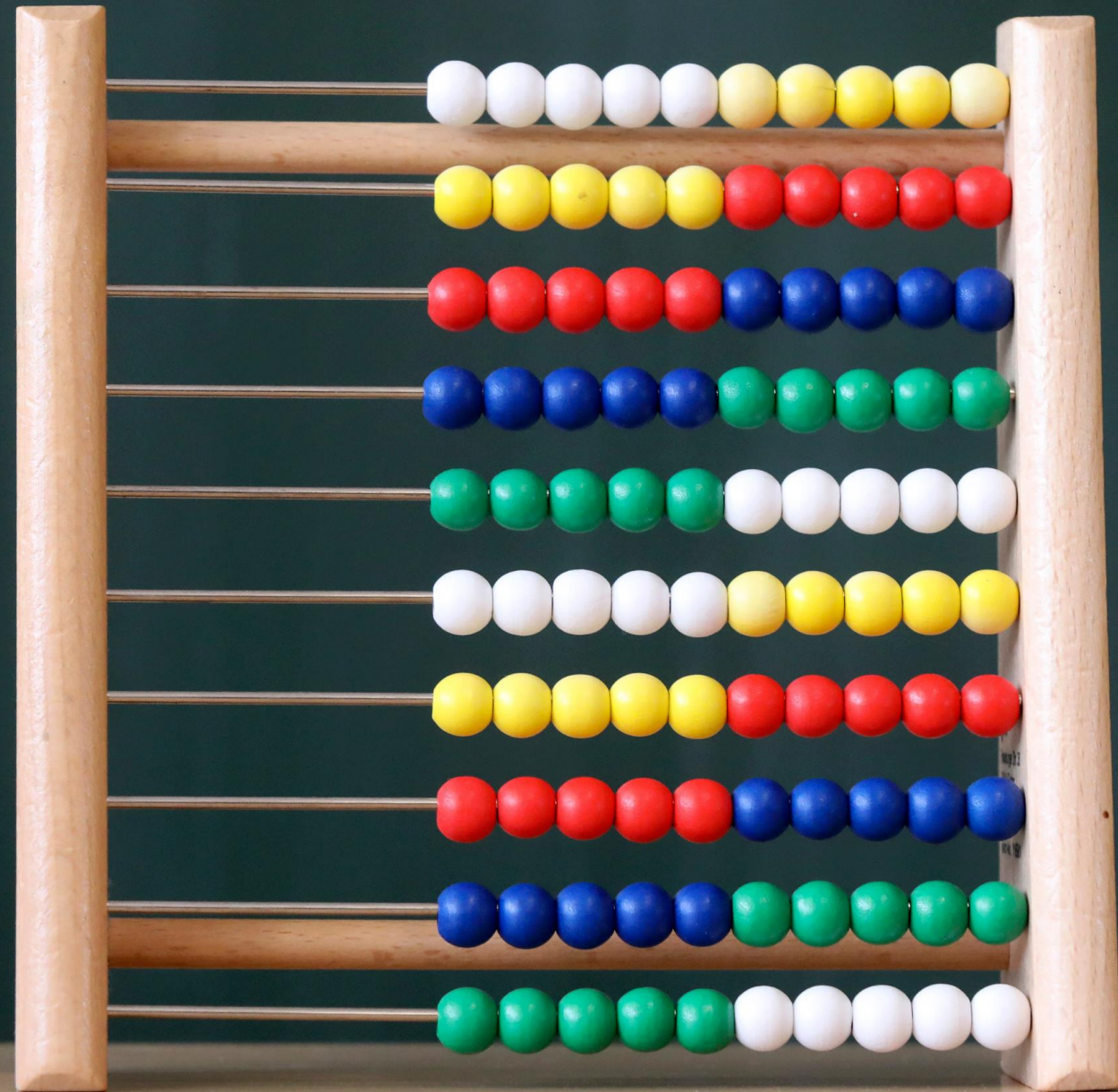


DAVE PICKLES

CO-FOUNDER AND CTO



THE FUNDAMENTALS

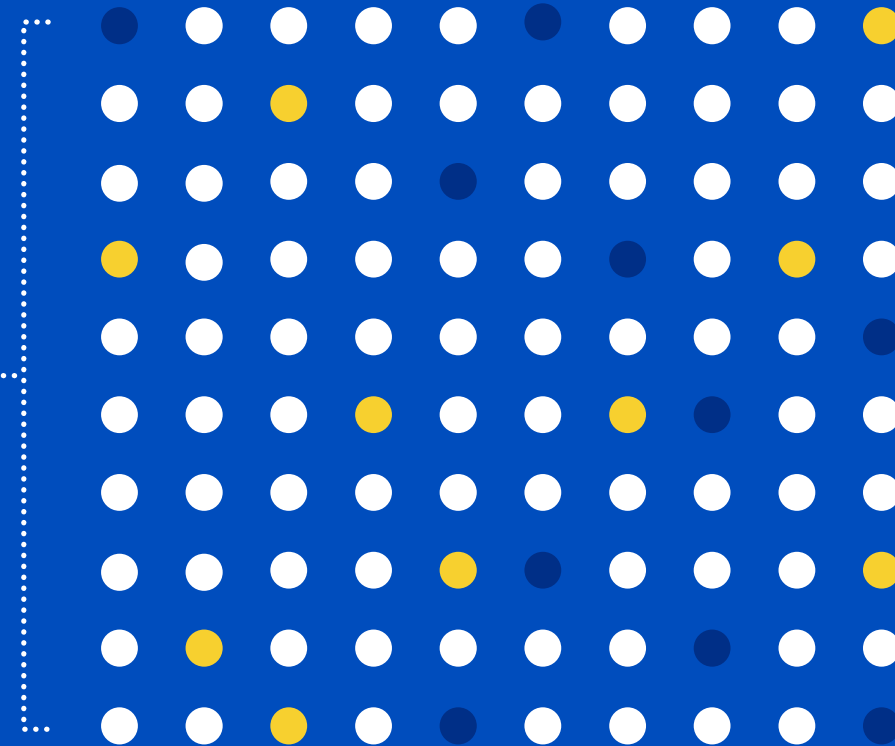




SIMPLICITY

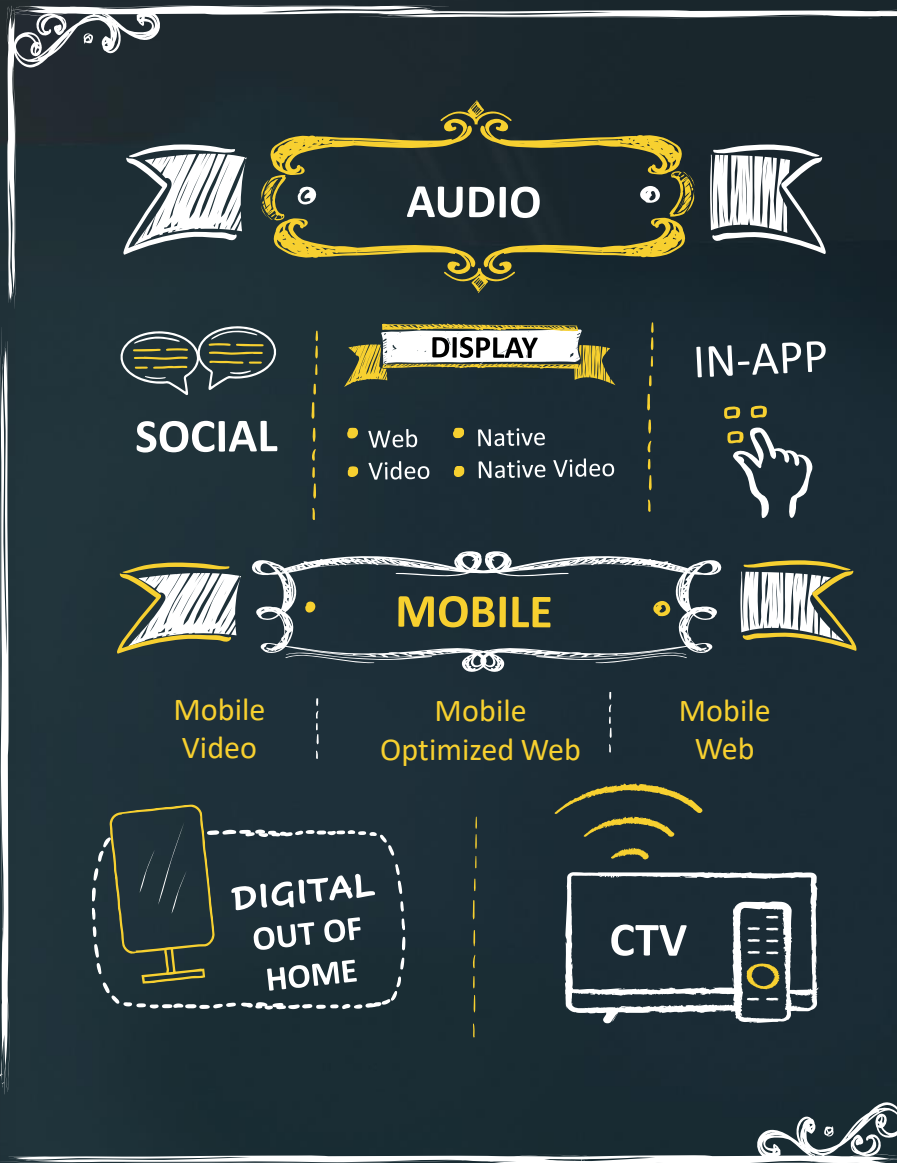


DECISIONING



● QPS: queries per second representing the number of digital ad impressions per second our platform sees

INVENTORY



HUMAN + MACHINE

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POWERING THE OPEN INTERNET





BUILT FOR GROWTH

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SOLAR

Meet the moment

**"ALLOWING FOR MOVEMENT AWAY
FROM THE ART & MORE TOWARDS
THE SCIENCE OF ADVERTISING.**

- Vice President, Programmatic & Media Lead, Ad Agency

**"I REALLY ENJOY THIS DSP AND I
USE A FEW. I LIKE HOW SIMPLE
BUT POWERFUL THIS ONE IS."**

- Ad agency executive

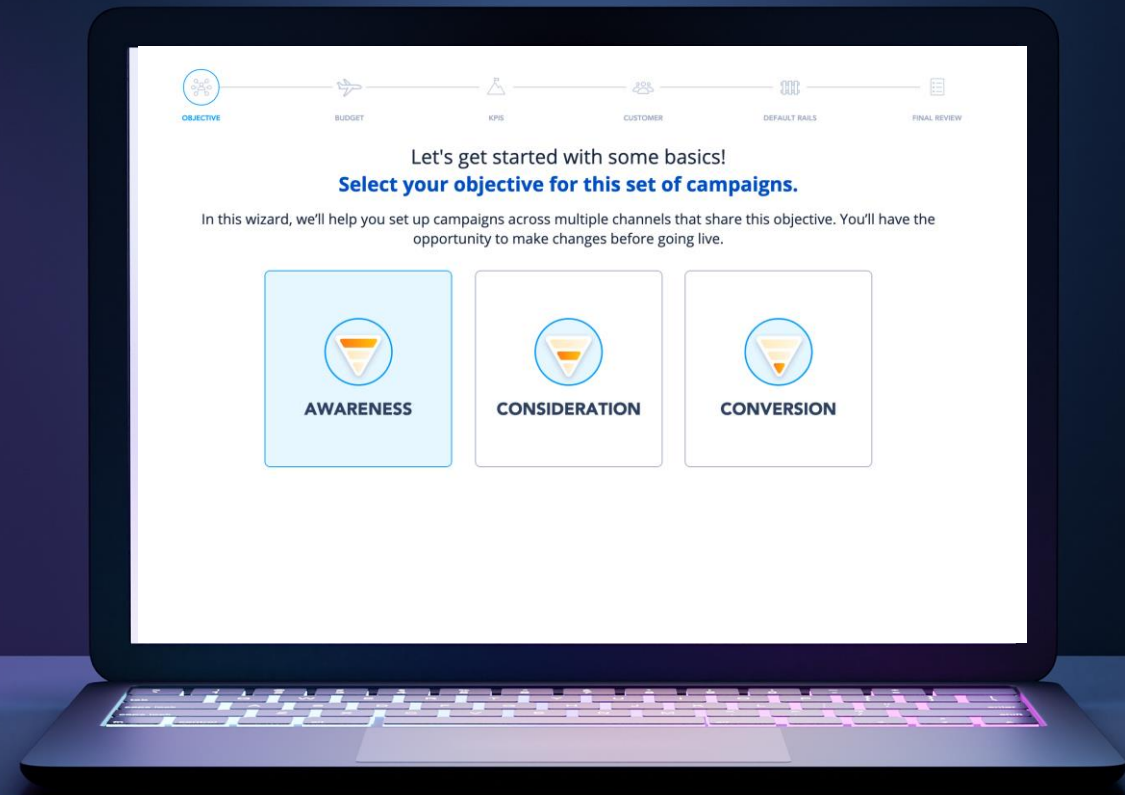
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DOUBLING DOWN ON THE GOAL EXPERIENCE

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UPGRADED THE INFRASTRUCTURE AND DATA SCIENCE TO UNLOCK BETTER PERFORMANCE THAN EVER

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IMPROVED INSIGHTS AND RECOMMENDATIONS USING KOA



KOA OPTIMIZATION
The Trade Desk's AI
uses the best available
data for every
impression

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RESULTS

Over
2X

Increase in data
elements per
impression

Avg channel
usage increased

50%

100%

adoption in 1 year

KOA usage at

95%

IDENTITY ALLIANCE IN SOLIMAR

20%

MORE CTV REACH

96%

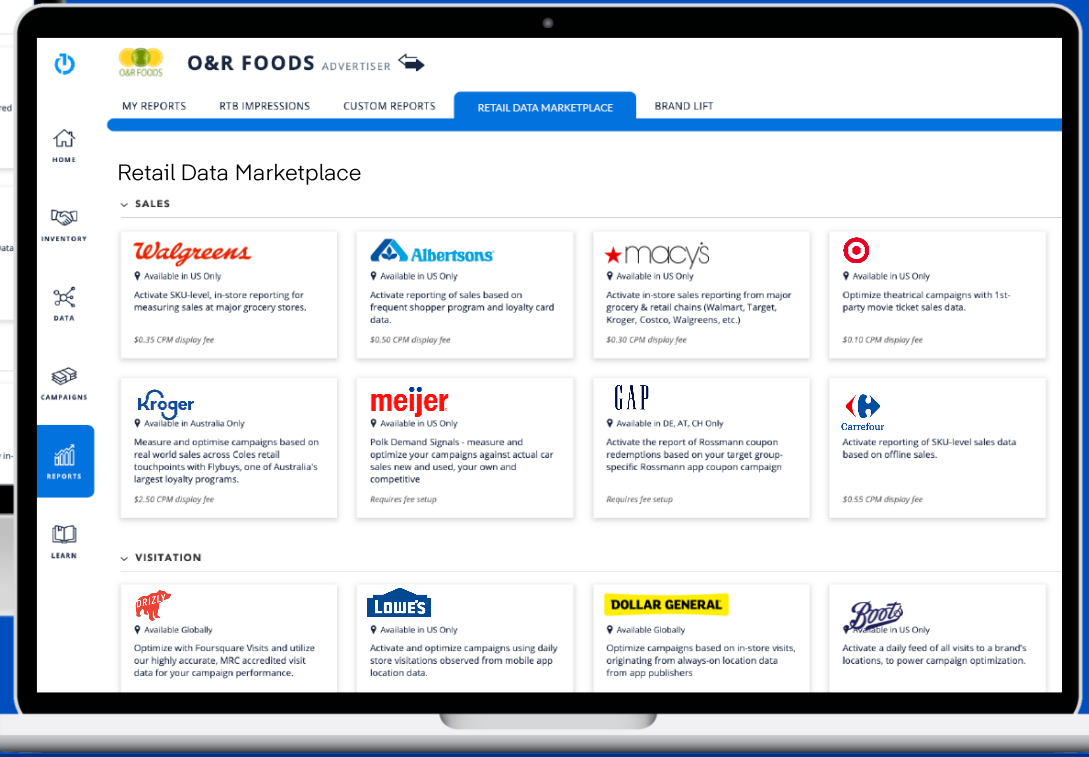
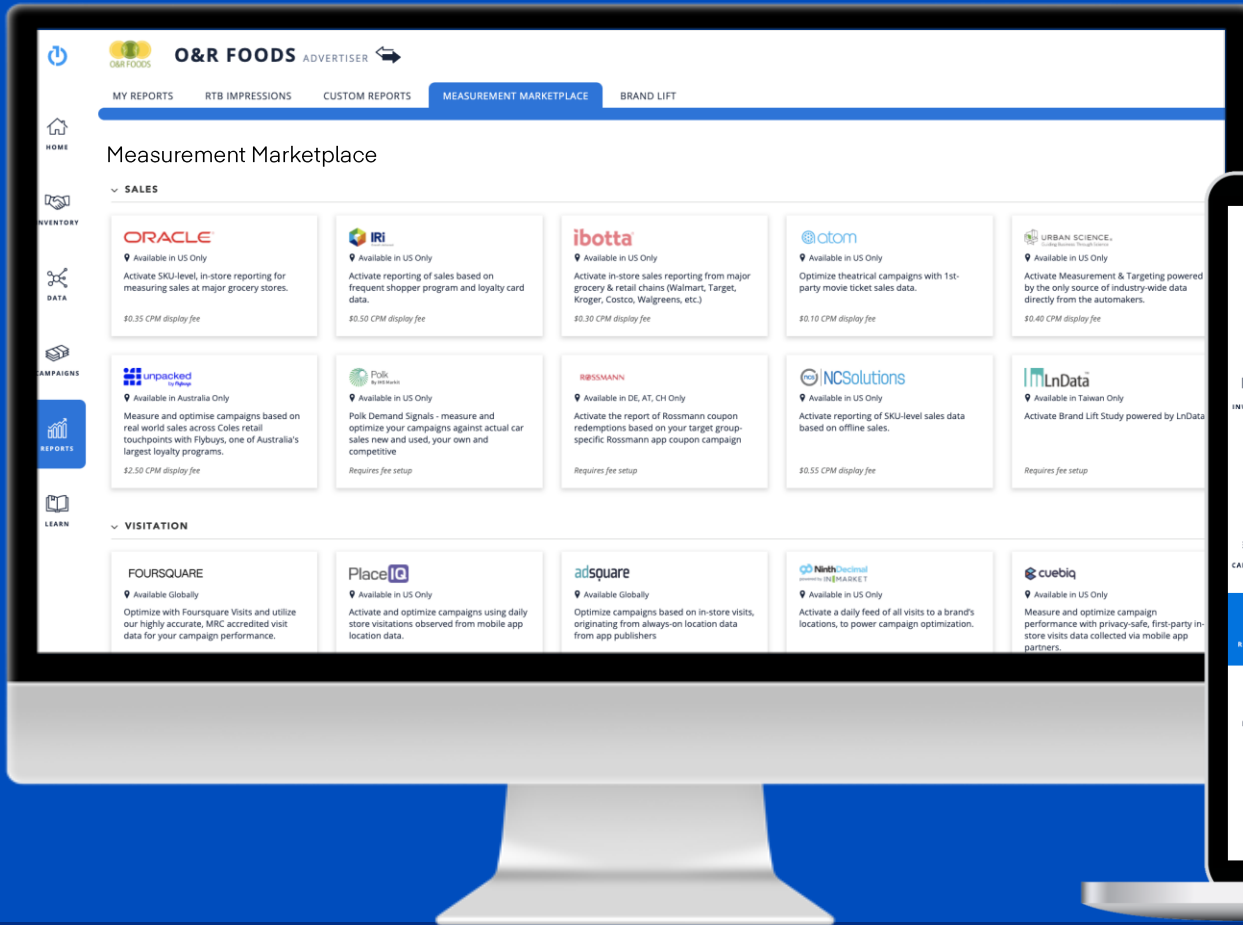
**OF US HOUSEHOLDS MAPPED
TO PERSON-LEVEL DEVICES**

30%

**MORE SCALE IN IDENTITY ALLIANCE
HOUSEHOLD GRAPH VS
ADBRAIN HOUSEHOLD**

150%

**INCREASE IN CROSS
DEVICE USAGE**





AREAS OF INVESTMENT

THE FORWARD MARKET

A DATA-DRIVEN, GUARANTEED MARKETPLACE

Guaranteed Impressions

Reserve inventory in advance for your target audience – available when you need it, even when supply is constrained.

Premium Inventory

Confidently run your ads alongside top-tier premium content at scale.

Full Decisioning and Control

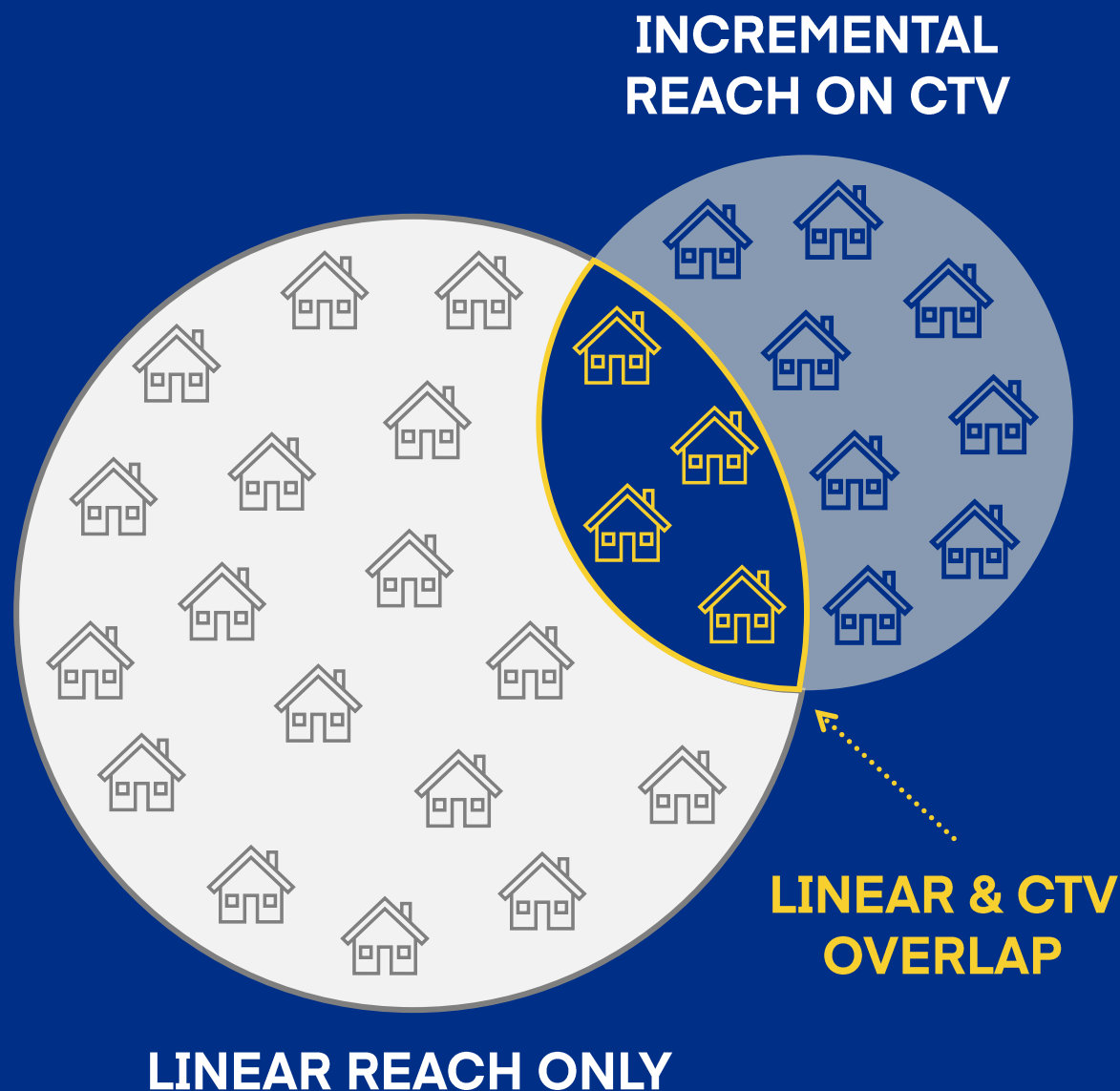
Gain full control over audience targeting, frequency control, and data-driven optimizations.

Measurable Performance

Drive more cost-effective reach and measure campaign results holistically across networks and publishers.

CTV

MAXIMIZING INCREMENTAL REACH WITH KOA OPTIMIZATIONS



CTV TARGETING BASED ON CONTENT ATTRIBUTES



DATA MARKETPLACE

1

Enhance platform
capabilities

2

Adopt better pricing
mechanisms

3

Incentivize data
relevance

4

Facilitate more
data usage

UTILIZE DATA WHEN IT WAS PREVIOUSLY TOO EXPENSIVE

FLAT CPM PRICING

Media budget	\$50,000
Display imp CPM	\$1
Impressions	50,000,000
Flat CPM data cost	\$.80
Total data cost	\$40,000

HYBRID PRICING

Media budget	\$50,000
Display imp CPM	\$1
Impressions	50,000,000
Hybrid data cost	8% with a \$.80 CPM Cap
Total data cost	\$4,000

CPM CAPS ENSURE YOU DON'T OVERPAY ON HIGHER-CPM INVENTORY

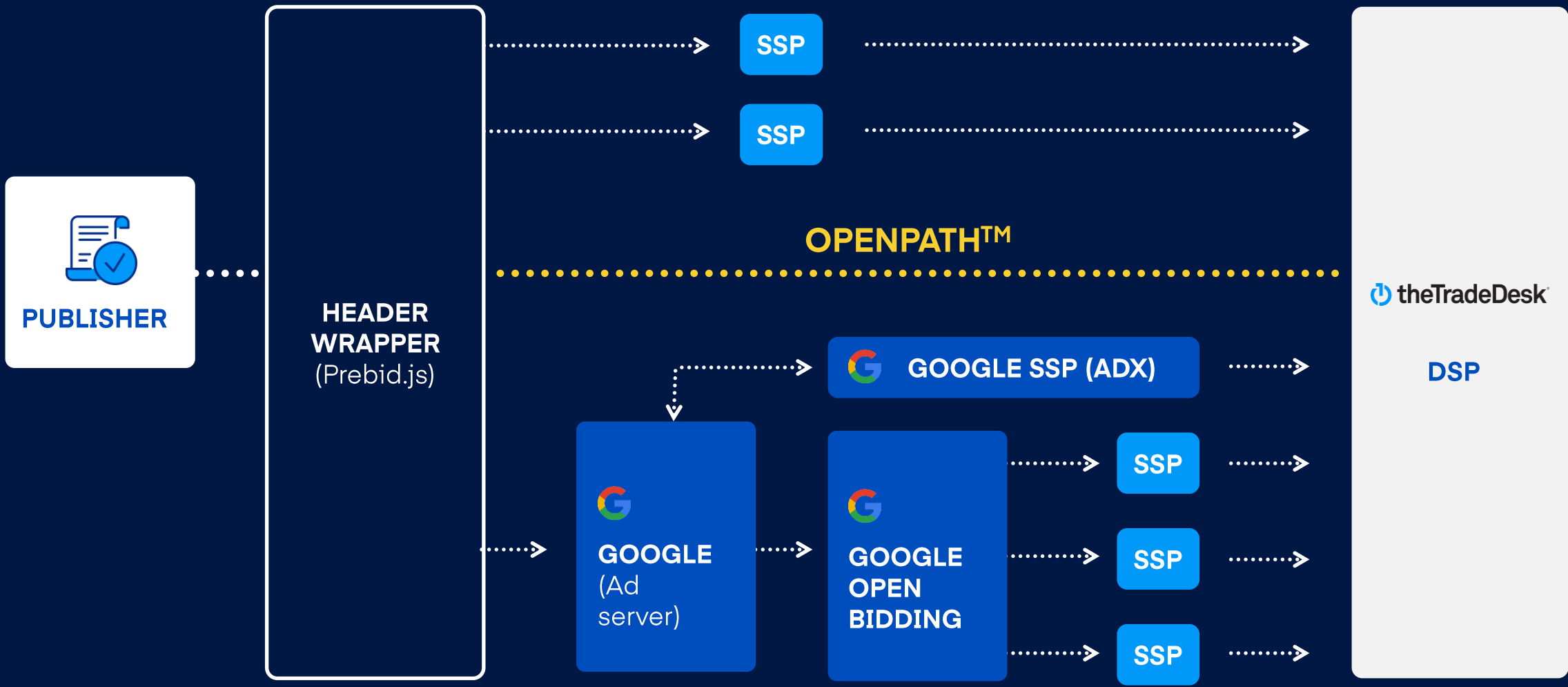
HYBRID PRICING

Media budget	\$50,000
CTV CPM	\$20
Impressions	2,500,000
Hybrid data cost	8% of media, \$.80 CPM cap
Data cost without cap	\$4,000
Data cost with cap	\$2,000

OPENPATH

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TECHNOLOGICAL TAKEAWAYS OF OUR APPROACH

- 1 Simplicity in a complex and esoteric space
- 2 TTD has richest set of tools and features
- 3 TTD continues to improve and ship new product at a high velocity
- 4 Years of trust between TTD Product Team and our Clients
- 5 Only a massive scale platform can win, and getting to massive scale was really hard

Thank You!