



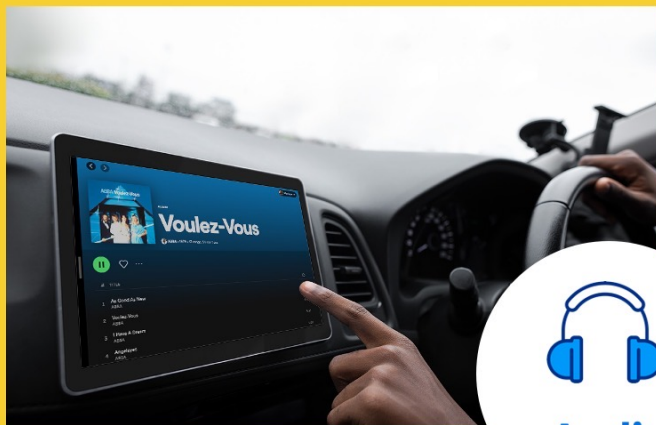
# INVESTOR DAY



# SAMANTHA JACOBSON

Chief Strategy Officer







**Audio**





**DOOH**

**In-App**




**Native**

**Display**




**CTV**

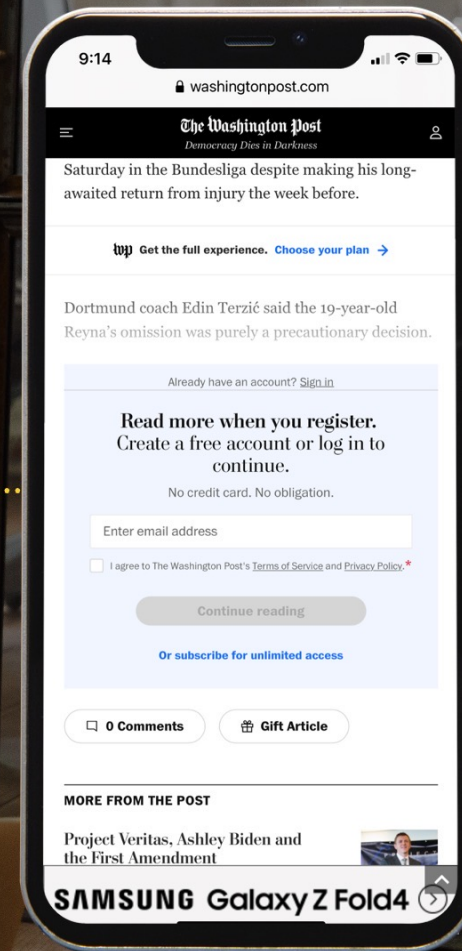
# CONSUMERS UNDERSTAND AND ACCEPT THE VALUE EXCHANGE

## 63%

of surveyed consumers agree that  
**advertising plays an important role**  
in keeping apps and websites free.

Source: YouGov and The Trade Desk survey, Q4 2020

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theTradeDesk

# CORE PRINCIPALS OF Unified iD<sub>2.0</sub>

## Secure and Privacy Friendly

Hashed and encrypted identifier

## Consumer Transparency and Control

Clear and universal preferences and opt-out

## Open Source and Interoperable

Free and available to the entire ecosystem

## Independent Governance

Strict code of conduct managed by an independent body

# UID2 workflow

AUTHENTICATED EMAIL

1

samantha@thetradedesk.com

HASHED

2

11f7a7e881f930be52c60a297731b06c2ad13c557

SALT IS ADDED TO THE HASH

3

11f7a7e881f930be52c60a297731b06c2ad13c557abcde

SALTED HASH IS ENCRYPTED  
TO CREATE THE UID2 TOKEN

4

XXXXXXXXXXXXXXXXXXXX



# IDENTIFIERS **VS.** DATA



```
elif operation == "MIRROR_Y":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = True  
    mirror_mod.use_z = False  
elif operation == "MIRROR_Z":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = False  
    mirror_mod.use_z = True
```

```
#selection at the end -add back the deselected mirror modifier object  
mirror_ob.select= 1
```

```
modifier_obj.select= 1  
by_text_scene.object.active = modifier_obj  
print "selected" str(modifier_obj) "mirror ob" "the active ob"
```

```
my_data["name"] = "John Doe"
```

```
my_data["age"] = 30  
my_data["height"] = 1.8
```

```
my_data["weight"] = 75  
my_data["eye_color"] = "blue"
```

```
my_data["hair_color"] = "brown"
```

```
my_data["skin_color"] = "fair"
```

```
my_data["blood_type"] = "O+
```


```
my_data["favorite_color"] = "red"
```

```
my_data["favorite_food"] = "pizza"
```

```
my_data["favorite_movie"] = "The Godfather"
```

# DOUBLE ENCRYPTION PROTECTION

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# **BENEFITS OF** **Unified iD<sub>2.0</sub>**



**Better  
Decisioning**



**Scale and  
Accuracy**



**Consumer  
Transparency**

## CASE STUDY

# MADE IN COOKWARE GETS SIZZLING RESULTS WITH UID2

For its latest campaign running on CTV, Made In partnered with its agency, Tatari, to incorporate UID2 as its identity solution.

**22%**

increase in  
conversions

**20%**

improvement  
in cost per action (CPA)

**33%**

faster  
conversions

# FUBO TV MAXIMIZES YIELD AND EFFICIENCY FOR ITS INVENTORY

"We're just getting started with UID 2.0 and are looking forward to bringing the benefit to even more advertisers across FuboTV's premium CTV inventory."

-Chris Flatley, VP of Advertising Sales, FuboTV



**62%**

Boost in ad spend  
year-over-year



**25%**

Increase in ad  
impressions



**14%**

Improvement in  
advertiser ROAS



# COMMON VISION FOR THE OPEN INTERNET

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# SUPPORT FOR UID2 CONTINUES TO GROW

## 500+ Partners

### INDUSTRY LEADERS



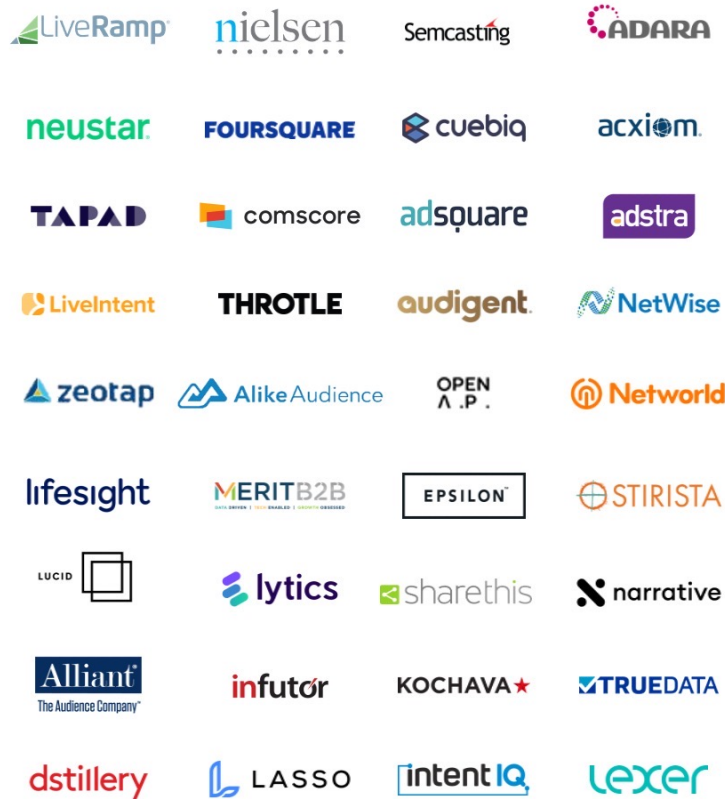
### AGENCIES / BRANDS



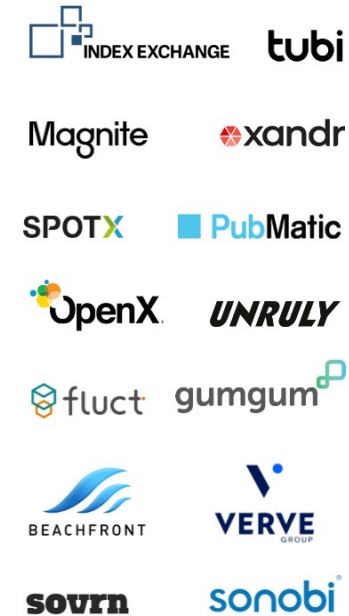
### PUBLISHERS



### DATA AND MEASUREMENT PARTNERS



### SSPs



### DSPS



### INFRASTRUCTURE



# SCALE IS GROWING RAPIDLY FOR UNIFIED ID 2.0 —

**GOAL:** NEARLY EVERY ADVERTISER TRANSACTING ON UID2 BY END OF YEAR



**10X**

users associated with a UID2



**billions**

linkages to digital devices



**2X**

Average MoM growth UID2  
bid requests

# EVOLVING THE DATA MARKETPLACE

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# MULTI-ELEMENT BIDDING AND FRACTIONAL PRICING

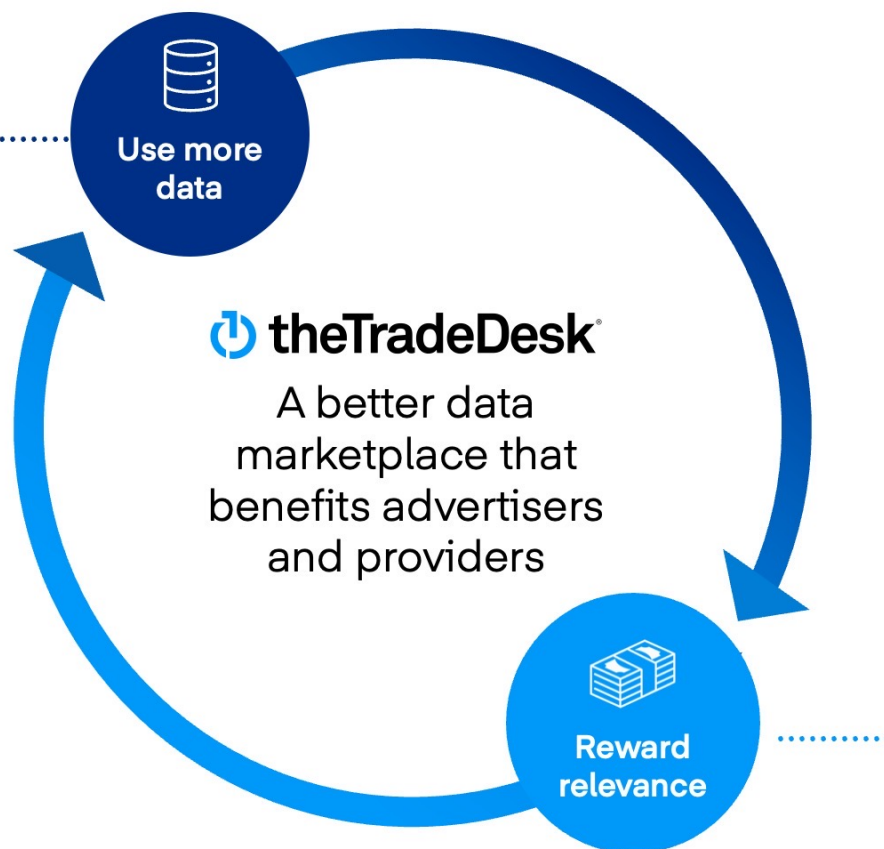
Incentivize Data Usage, Reward Relevance

## Multi-Element Bidding

What it is: A new decisioning logic

What it does: Prioritizes bidding on impressions where the most relevant data elements are present

Benefit to Advertisers: Increases precision & performance



## Fractional Compensation

What it is: A new payout model

What it does: Fractionally pays for multiple segments on an impression based on their relevance and value

Benefit to Advertisers: Use more data, while maintaining overall data cost

# THE SHIFT IS ALREADY HAPPENING

## 22%

Increase in **conversion** on average  
when Multi-Element Bidding was  
used in Audience Predictor

---

## 150%

Increase in **data elements**  
used in decisioning

Source: Audience Predictor, Multi-Element Bidding Results 2022



# SHOPPER MARKETING

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# THE TAM



**77%**

CPG companies and  
retailers that have a  
shopper marketing  
department



**\$100B+**

Global retail media  
spend in 2022  
(15% growth YoY)<sup>1</sup>



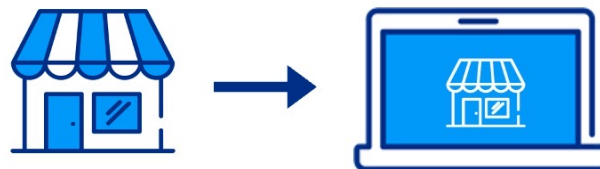
**1/3**

of US shoppers  
use online & offline info to  
make purchase decisions

<sup>1</sup>GroupM estimates, September 2022

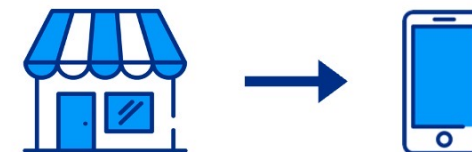
# THE NEW MARKETPLACE

Shoppers move seamlessly between the offline and online worlds



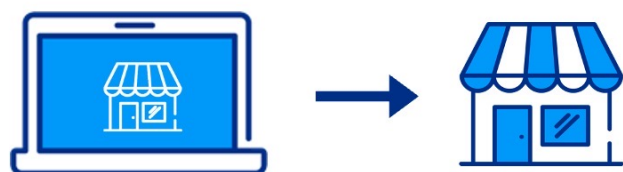
## Showrooming

See in a store, buy from that retailer's site



## Scan & Screen

See in a store, buy it from another retailer online



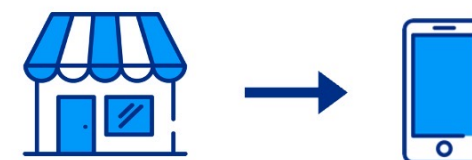
## Webrooming

Research online, buy in store



## Click & Collect

Buy online, pick up at a store or kiosk



## Click & Shop

See in a store, buy on your phone for convenience

Walmart Departments Services coffee Reorder My Items Sign In Account

Bentonville Supercenter | Bentonville, 72712

All filters In-store Pickup & shipping Price Brand Departments Speed Sort by Best

starbucks creamer k-cup pods filters iced whole bean decaf cold

Results for "coffee" (1000+)

Popular pick

**\$6.28** 24.5 c/oz

Sponsored

Sparks Coffee, Classic French Roast Ground Coffee, (2) 48 oz. Bags with freshness seal

★★★★★ 335

Save with W+ 2-day shipping

**\$7.48** 22.3 c/oz

Yisha's Wake Up Original Breakfast Blend Medium...

★★★★★ 1421

Save with W+ Pickup Delivery

**\$9.98** 20.8 c/oz

Cafe Coffee, Colombian Dark Roast Whole Bean...

★★★★★ 1337

Save with W+ Pickup Delivery

Best seller

**\$5.72** 18.8 c/oz

Great Value Classic Roast Medium Ground Coffee, 30.5 oz

★★★★★ 212

Save with W+ Pickup Delivery

**\$8.92** 18.6 c/oz

Great Value Classic Roast Medium Ground Coffee, Value Size, 48 oz

★★★★★ 1487

Save with W+ Pickup Delivery 2-day shipping

**From \$3.92**

Great Value Donut Shop Coffee Pods

★★★★★ 4206

Save with W+ Pickup Delivery

**\$14.48** 48.3 c/oz

Mel's Blend Dark Roast Coffee Capsules, 30 count

★★★★★ 787

Save with W+ Pickup Delivery 2-day shipping



Walgreens Advertiser Sale Prices Good January 3 - 9, 2010

For BONUS pages visit Walgreens.com/weeklyad

**GREAT BUY!**

Quilted Northern Bathroom Tissue 9 rolls. **4.29**

Viva Paper Towels 6 rolls. **5.99**

Energizer Max Batteries • 16 pack AA or AAA • 8 pack C or D • 4 pack 9 Volt **9.99**

SUN Instant Softener 75 oz. **Buy 1 at 4.99 Get 1 FREE**

Sun 2x Laundry Detergent 61 or 75 loads, Limit 4

Maybelline Express Cosmetics **9¢ ea.**

4x6 in. Digital Prints with coupon on pg. 5

SALE **5.99** See Page 2 for Additional Savings

Nescafé Taster's Choice Instant Coffee 7 oz. Limit 2

SALE Decaf, 7 oz. Limit 2 **6.49**

One Gallon Milk Limit 2 Excludes flavored varieties. **1.99**

Kellogg's • Select Cereal, 12 to 18.2 oz. • 6 pack Special K Bars • 8 pack Nutri-Grain Bars • 5 pack Fiber Plus Bars **REGISTER REWARDS\***

SALE **50% off** Buy 1 Get 1 \*Off equal or lesser price

SALE Maybelline Cosmetics

**3.99** 24 Pack Aquafina Water 16.9 oz. ea. Limit 2 Plus deposit where required. Sale Sun. 1/3 thru Sat. 1/9/10

**1.99** Quaker Instant Oatmeal 10 pack, Limit 3 Sale Sun. 1/3 thru Sat. 1/9/10

**99¢** Palmolive Dish Liquid 10 oz. Limit 3 Sale Sun. 1/3 thru Sat. 1/9/10

**5.99** L'Oréal Excellence or Excellence to-Go Hair Color Limit 3 Sale Sun. 1/3 thru Sat. 1/9/10

**Get the most from Medicare Part D with a one-on-one review.** Details inside.

1738.35.42.45.94.99



# THE POWER OF RETAIL DATA

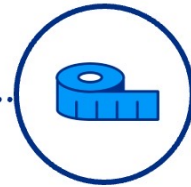
Retail data enhances how brands reach their best audiences at scale and measure campaign effectiveness



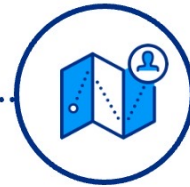
**Consent-driven**



**Sustainable IDs**



**Closed-loop  
measurement**



**Rich modeling**

# TRUSTED BY GLOBAL RETAILER COMMUNITY

## USA



## SPAN



## GERMANY



## TAIWAN



## JAPAN



## UK



## FRANCE, ITALY & MENA



## SINGAPORE



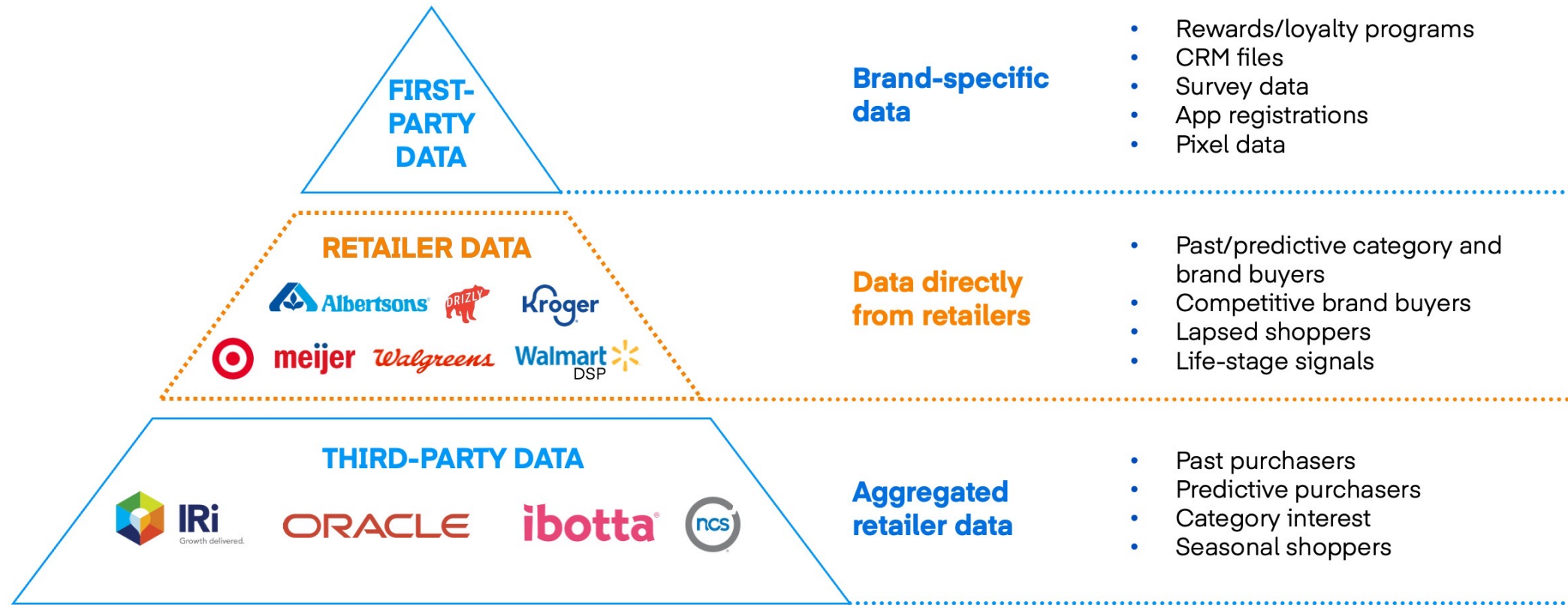
## INDONESIA



## AUSTRALIA



# REACH KNOWN AUDIENCES WITH RETAILERS' DETERMINISTIC DATA AS A PART OF YOUR TARGETING STRATEGY



\*These segments are not exhaustive

CASE STUDY

# BIC ACTIVATES WALMART DSP TO DRIVE SALES

"I don't want to overstate it, but this is something the industry has been waiting for, for a very long time, and now we finally have it at our disposal. We had suspected that The Trade Desk would be a powerful complement to Walmart's capabilities and this test validated our suspicion."



**492%**

increase in ROAS  
men's razor



**472%**

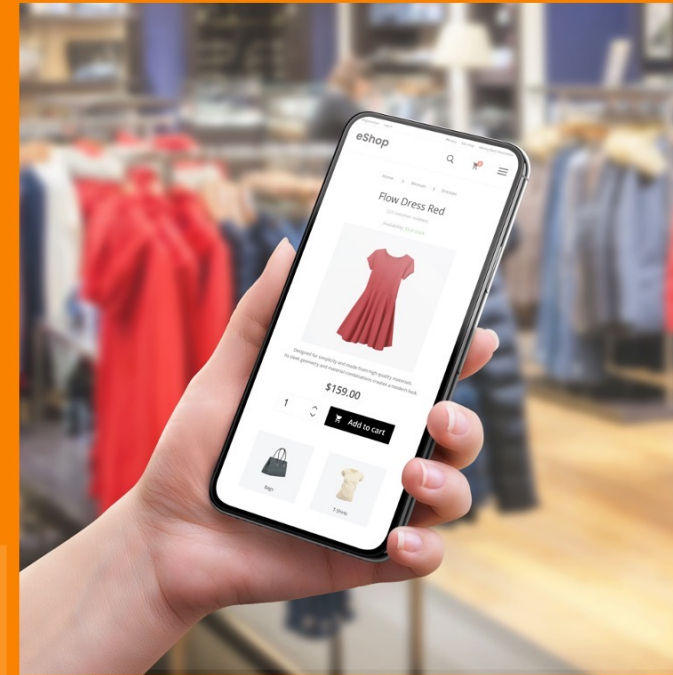
increase in ROAS  
women's razor



**UID2**



**Data Marketplace**



**Shopper Marketing**

# THANK YOU

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