ひtheTradeDesk

Fact Sheet

We're changing the way global brands and their agencies advertise to audiences around the world. Our mission is to transform media for the benefit of humankind by helping brands deliver a more insightful and relevant ad experience to consumers - and setting a new standard for global reach, accuracy, and transparency.

Our cloud-based, data-driven platform helps our clients reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. And our Enterprise APIs let advertisers customize our software to meet their needs.

Board of directors

Jeff Green, Chairman, CEO, and Founder Lise Buyer, Founder and Managing Partner, Class V Group Andy Cunningham, President, Cunningham Collective Kate Falberg, Board Member and Investor Gokul Rajaram, Caviar Lead, DoorDash David Wells, Board Member and Advisor

Offices

Ventura (HQ)	Hamburg	Mumbai
Bangalore	Hong Kong	Munich
Bellevue	Irvine	New Delh
Boston	Jakarta	New York
Boulder	London	Paris
Chicago	Los Angeles	San Franc
Denver	Madrid	San Jose
Detroit	Milan	Seattle
Dubai	Melbourne	Seoul

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Financials

Revenue: \$1,95B in FY23. up 23% over FY22

Net income: \$628M in

Employees

3,000+ worldwide

FY23, up 18% from FY22

Leadership team





Jeff Green Chairman, CEO, and Founder

Tim Sims **Chief Commercial** Officer



Jed Dederick Chief Revenue Officer



Laura Schenkein **Chief Financial** Officer



Chief Marketing

Officer and EVP



Jay Grant Chief Legal Officer



Samantha Jacobson Chief Strategy Officer and EVP

Tahnil Davis **Chief Accounting** Officer and EVP

Clients

We help advertisers around the world plan, launch, and optimize digital advertising campaigns with industryleading results. Our clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time bidding.

We provide a wide scope of resources and support to empower our clients, including a comprehensive e-learning curriculum covering introductory to advanced topics in programmatic advertising. Our commitment to client success is at the heart of everything we do - proven by our more than 95 percent client retention rate for the past eight years.

ບ theTradeDesk

We're uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That's why we're proud to be recognized year after year as one of the bestplaces to work by numerous organizations and media outlets.

Awards and industry accolades

- U.S. News and World Report Best Companies to Work for in Media, 2023-2024
- #5 WayUp Top 100 Intern Programs, 2023
- Fortune Best Workplaces in Technology, 2023
- Fortune Best Workplace for Millenials, 2023
- Great Place to Work Certification 2023: USA, CAN, UK, IT, DE, SP, FR, JP, TWN, HK, SG, CN, AUS
- Adweek 50, 2022 and 2023
- Quadrant Knowledge Solutions SPARK Matrix for Ad Tech - Technology Leader
- Digiday Video and TV Awards Best TV/ Streaming Ad Sales Product of the Year
- Marketing Excellence Awards Singapore, 2023
- Leader, Quadrant SPARK Matrix[™] Ad Tech Platform report, 2022 and 2023
- Gartner[®] Peer Insights[™] Customers' Choice for Ad Tech, 2022 and 2020
- Stevie Awards for Customer Service Success, 2023
- Business Insider Rising Stars of Adtech, 2023
- Business Insider Hottest Adtech Companies, 2022
- BIG Innovation Award for Technology Product, 2022
- Top Women in Media and Ad Tech, 2022 and 2023
- Sales and Marketing Technology Awards, Top Product of the Year, 2022

Strategic corporate giving partners to

Media inquiries pr@thetradedesk.com

• Leader, Gartner Magic Quadrant for Ad Tech, 2021 (third year in a row)

Philanthropy

- #1 in Campaign Piloting, Gartner Critical Capabilities report, 2021
- #1 in Media Plan Creation, Gartner Critical Capabilities report, 2021
- #1 in Campaign Result Analysis, Gartner Critical Capabilities report, 2021
- Forbes 2022 Global 2000 list
- Fortune's Future 50 list, 2020
- Fortune's 100 Fastest-Growing Companies of 2021
- Fortune's 100 Best Medium Workplaces (five years in a row)
- Stevie Award for Great Employers, 2022
- Top 100 Software Companies
 of 2021
- Best TV/Streaming Ad Sales Product of the Year, Digiday Video and TV Awards, 2023
- Adweek Readers' Choice: Best of Tech
- Campaign's Digital Media Awards Best Use of Data, South China Morning Post (SCMP) and The Trade Desk (Hong Kong)
- Best B2B Campaign, MediaPost OMMA Awards, 2020
- Best Overall Technology for Programmatic Trading, U.S., The Drum Digital Advertising Awards
- Best Overall AdTech Solution, MarTech Breakthrough Awards
- Best New Product or Service: Buy Side, ExchangeWire
- Grand Prix Award, ExchangeWire

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• Marketing Technology Company of the Year, B&T Awards in Australia, 2020

Product portfolio

Demand-side platform

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns

Koa™

Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently



Planner

Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start



Data management platform

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation



Publisher management platform

Flexible and centralized solution for managing first-party direct deals and leveraging a robust thirdparty deal library

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Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market

Contact us



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