Fare la differenza con la CTV: insights e innovazione con l'aiuto della tecnologia

The Trade Desk is built on four key pillars

- Objectivity
- Transparency
- Interoperability
- Innovation

Largest independent DSP

2009 founded
2016 listed

3,000+ employees
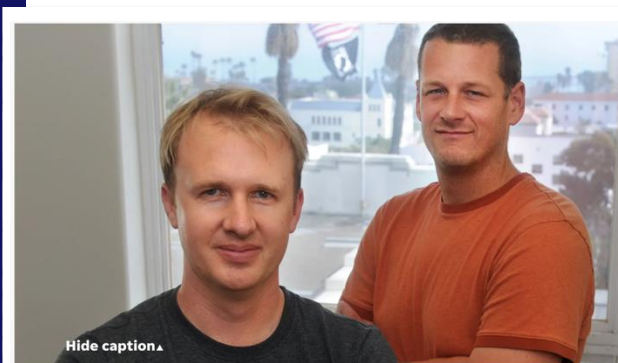
36 offices in **20** countries

> $9 billion media spend in 2023

Scaled global platform

Reaching more than
2.7 billion+ people globally

Buying in
100+ countries

Access to
230+ data partners

Jeff Green (left), CEO of Trade Desk, and co-founder Dave Pickles founded the online advertising technology company in 2009 in Ventura. It launched an IPO Wednesday.
ANTHONY PLASCENCIA

Ventura's fast-growing Trade Desk prepares for IPO

Hide caption▲

TTD The Trade Desk, Inc.
109,36 +3.853,72%
All Time
NASDAQ · USD

6M | YTD | 1Y | 2Y | 5Y | 10Y | **ALL**

2016 | 2018 | 2020 | 2022 | 2024

Podcasts ▾ — **ad exchanger** — Programmatic I/O Ne

Surprisingly, the revenue numbers for Google's DSP, DV360, are outshined by its biggest independent competitor, The Trade Desk. DV360 booked $2.2 billion and netted $438 million in 2020, whereas TTD had $4.2 billion in gross revenue and $836 million in net revenue the same year.

theTradeDesk®

The Trade Desk takes a truly objective approach to ensure your media is as effective as possible
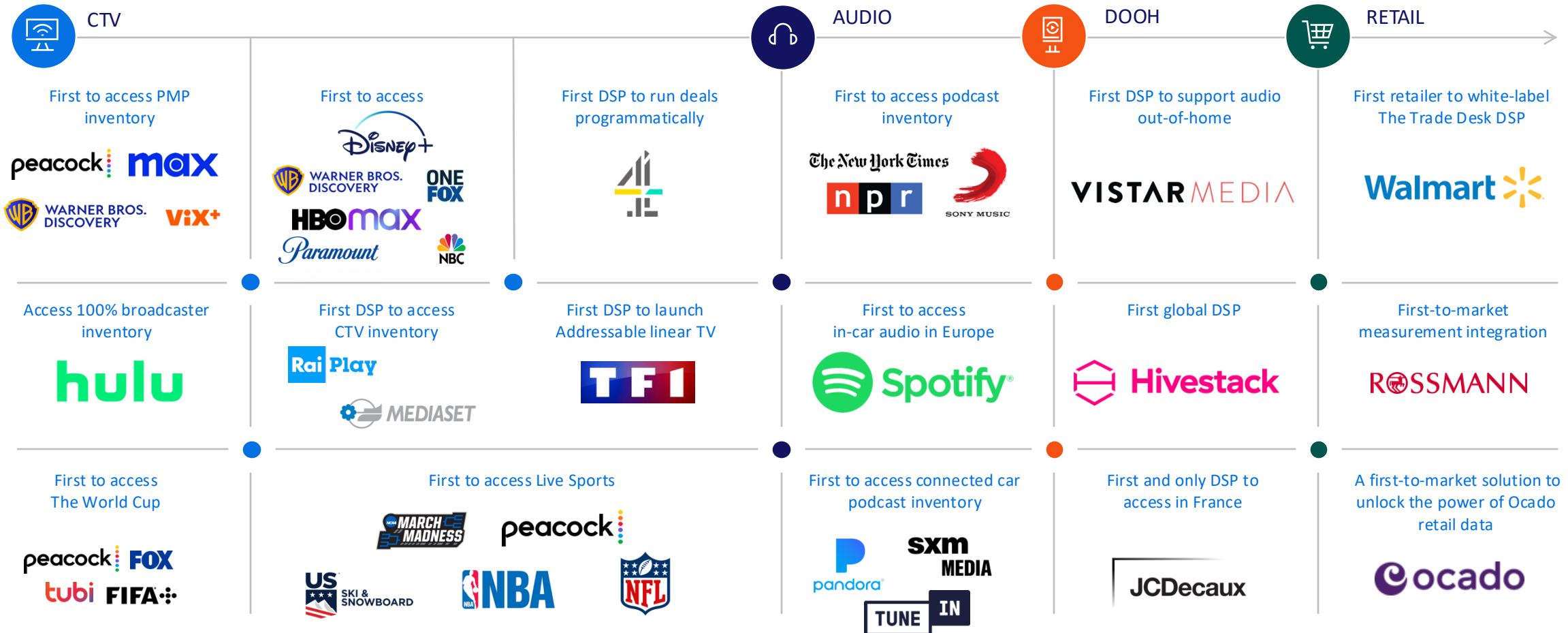
We only represent
THE BUY SIDE.

We're an advertiser demand-side platform (DSP) only.

We don't own an SSP.

We represent the open internet versus walled gardens.

We're inventory-agnostic.

theTradeDesk®

Our independence enables more global first-to-market partnership than anyone else

CTV | **AUDIO** | **DOOH** | **RETAIL**

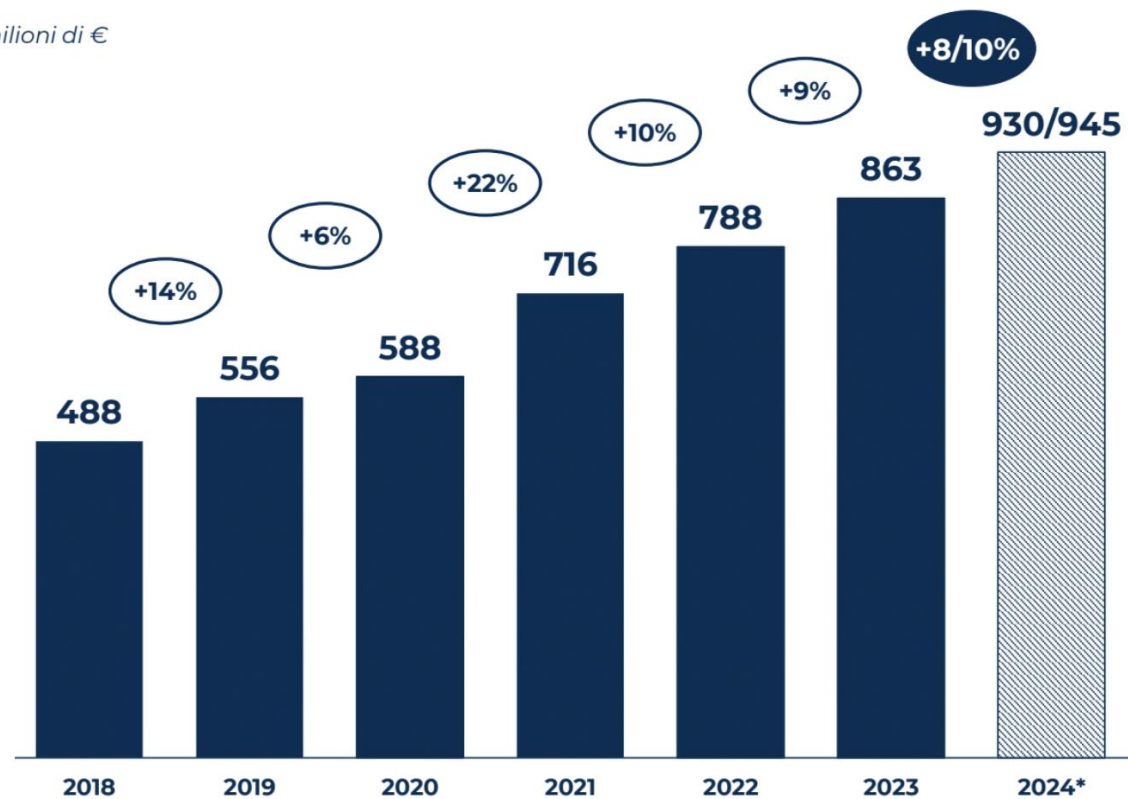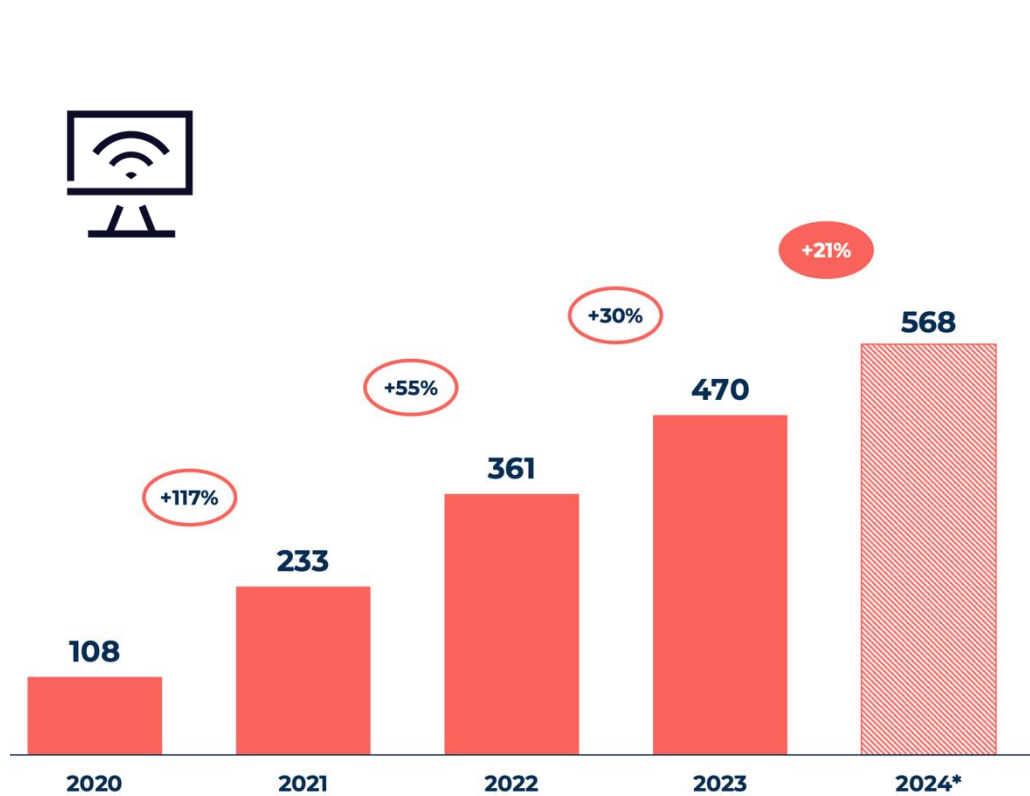| CTV	CTV	CTV	AUDIO	DOOH	RETAIL
First to access PMP inventory	First to access	First DSP to run deals programmatically	First to access podcast inventory	First DSP to support audio out-of-home	First retailer to white-label The Trade Desk DSP
peacock, max, WARNER BROS. DISCOVERY, viX+	Disney+, WARNER BROS. DISCOVERY, ONE FOX, HBO max, Paramount, NBC	Channel 4	The New York Times, npr, SONY MUSIC	VISTAR MEDIA	Walmart
Access 100% broadcaster inventory	First DSP to access CTV inventory	First DSP to launch Addressable linear TV	First to access in-car audio in Europe	First global DSP	First-to-market measurement integration
hulu	Rai Play, MEDIASET	TF1	Spotify	Hivestack	ROSSMANN
First to access The World Cup	First to access Live Sports		First to access connected car podcast inventory	First and only DSP to access in France	A first-to-market solution to unlock the power of Ocado retail data
peacock, FOX, tubi, FIFA	NCAA MARCH MADNESS, peacock, US SKI & SNOWBOARD, NBA, NFL		pandora, SXM MEDIA, TUNE IN	JCDecaux	ocado

theTradeDesk

CTV with
The Trade Desk

"Nothing is more effective at making you want to feel something than moving picture and sound. It's because of the effectiveness of video ads, and we saw this with programmatic and its ability to personalize, that this has the ability to be the most effective advertising at scale."

Jeff Green
Founder and CEO
The Trade Desk

La crescita della TV2.0 e del Programmatic

valori in milioni di €

Grafico TV2.0:
- 2020: 108
- 2021: 233 (+117%)
- 2022: 361 (+55%)
- 2023: 470 (+30%)
- 2024*: 568 (+21%)

Grafico Programmatic:
- 2018: 488
- 2019: 556 (+14%)
- 2020: 588 (+6%)
- 2021: 716 (+22%)
- 2022: 788 (+10%)
- 2023: 863 (+9%)
- 2024*: 930/945 (+8/10%)

Valori in milioni di €

Fonte: Osservatorio Internet Media Politecnico di Milano.

Case studies

Melinda / ADTELIER

VIDEO A
COMPLETED VIEWS
201.801
VTR **96%**

VIDEO B
COMPLETED VIEWS
170.500
VTR **96%**

CONSIDERATION
+18pts

ATTENTION SCORE
70

CREATIVES
2 (15"/20")

TARGETING
Sociodemo + Behavioural

Method: Connected TV, DMP Custom Audiences

CASE STUDY — Henkel / OMD

CLIENT: Henkel
AGENCIES: OMD Italy
OBJECTIVE: Brand awareness and consideration
AUDIENCE: Fashion, Home cleaning, and Beauty
CHANNEL: Connected TV

Perlana laundry brand cleans up with a data-driven CTV campaign

Read how Henkel's innovative marketing strategy enabled Perlana to reach the right audience, optimise performance, and measure Brand Lift – all through Connected TV.

RESULTS
964,000 impressions served

97% video completion rate

52% of consumers remembered the ad

CASE STUDY — LEXUS / team one

Lexus drives massive incremental reach with The Trade Desk

Lexus and its agency, Team One, recently consolidated media buying onto The Trade Desk platform, making it effortless to activate a Connected TV campaign designed to reach the next generation of luxury car buyers.

"We were able to reach luxury buyers on all the major streaming platforms while also creating the best possible experience for the customer."

—Linda Ranieri, Group Director, Digital and Performance Media, Team One

WITH CTV CONSOLIDATION, LEXUS REALIZED THE FOLLOWING RESULTS:

50M unique households reached on CTV

15M incremental households reached

98.3% of households received desired ad frequency

McDonald's drives awareness with mobile gamers across Connected TV and video
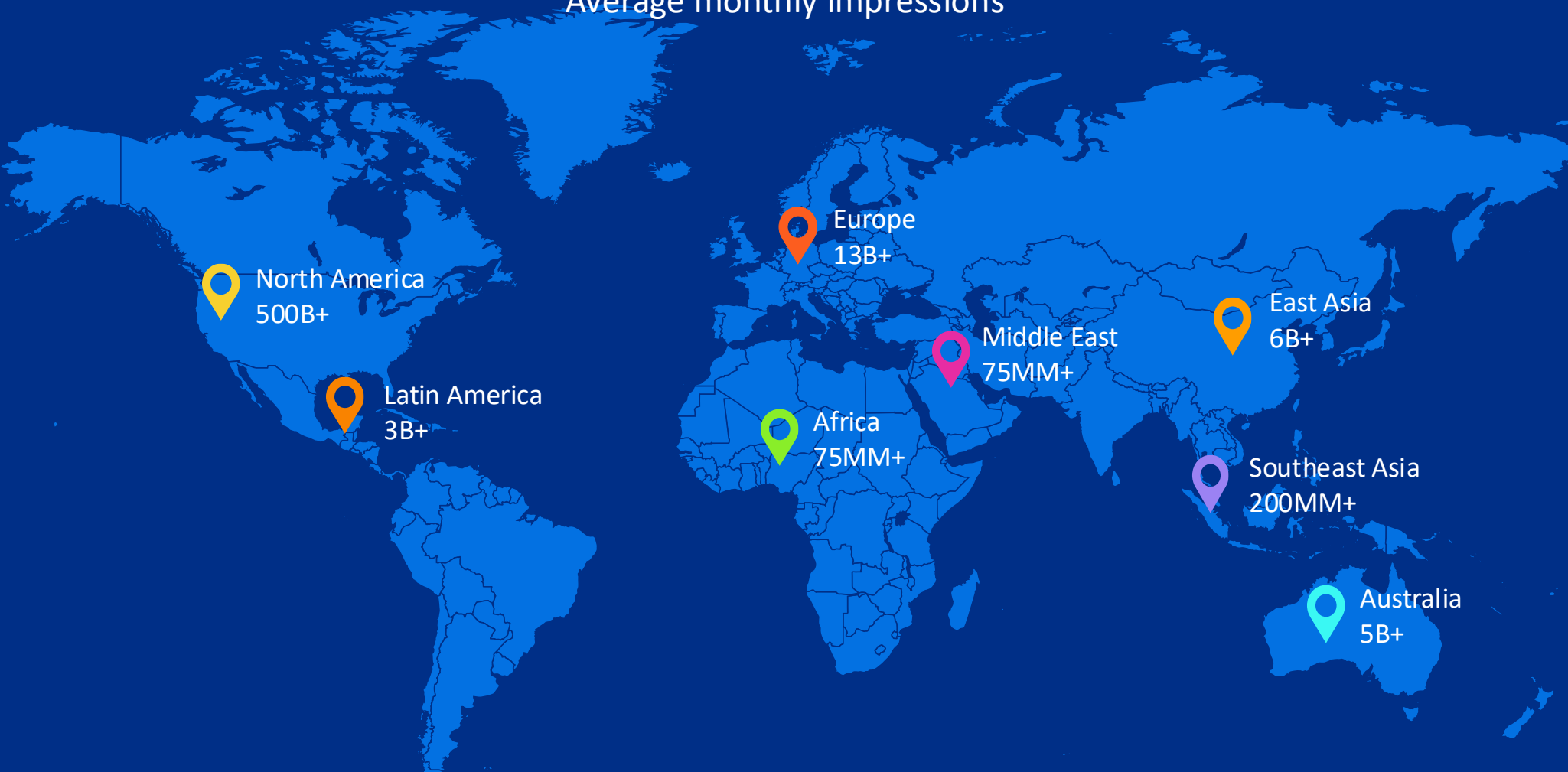
CASE STUDY
Agency: OMD Germany
Advertiser: McDonald's
Method: Connected TV, DMP Custom Audiences, Player Event Retargeting

THE RESULTS

3 MM completed Connected TV views

93% completion rate (outperforming the online video campaign that ran in parallel)

0.02€ cost per completed view

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theTradeDesk®

Our CTV scale is unparalleled

Average monthly impressions

Europe
13B+

North America
500B+

East Asia
6B+

Latin America
3B+

Middle East
75MM+

Africa
75MM+

Southeast Asia
200MM+

Australia
5B+

theTradeDesk

Reach your audience on premium inventory at scale

theTradeDesk

A global CTV/OTT video marketplace

The Trade Desk is your single access point for CTV

- ☑ Tap into the largest premium inventory marketplace

- ☑ Minimize waste by using data to target the right audience

- ☑ Improve consumers experience with frequency controls

- ☑ Measure the incremental reach of CTV vs Linear

theTradeDesk
CTV Marketplace

Rai Play · sky · MEDIASET · NOW · NETFLIX* · pluto tv · Disney+ · DAZN · Rakuten TV · CHILI LIVE YOUR MOVIE · ADPLAY by azerion · discovery+ · LG Ads · SAMSUNG TV Plus

*Coming Soon

theTradeDesk
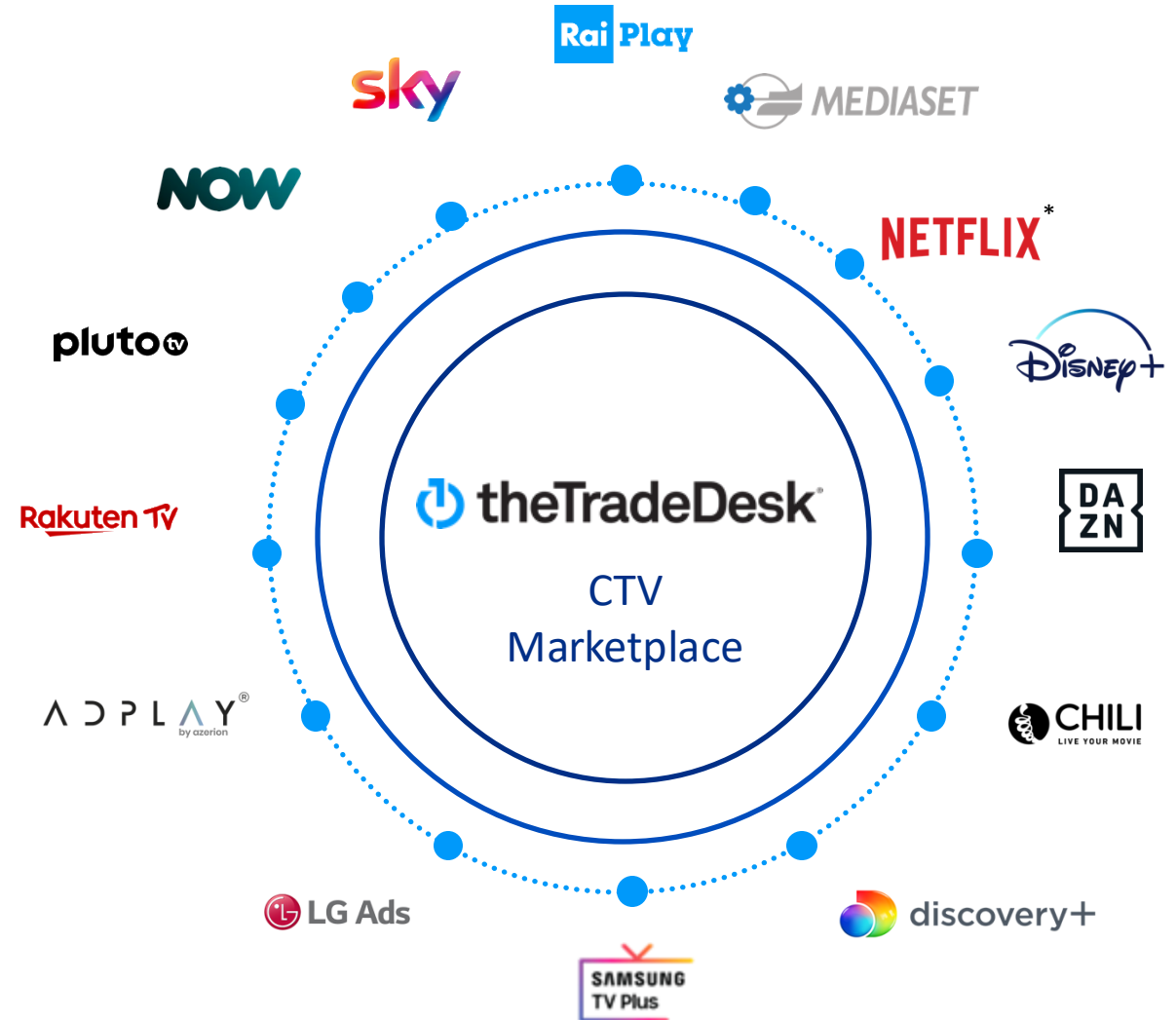
Our identity graph helps extend **authenticated reach**

Key benefits of Identity Alliance:

Improved Cross-Device reach & control:
A unified person & household graph optimized to scale CTV campaigns

Insights across the customer journey:
Measure the impact of your campaigns across every device

Future-proofed ID Resolution:
Graph is supported with other marketplace signals (e.g. IP, UID2.0 & RampID)

Identity Alliance is a unified cross-device solution that optimizes the scale and precision of omnichannel campaigns

theTradeDesk®

theTradeDesk®
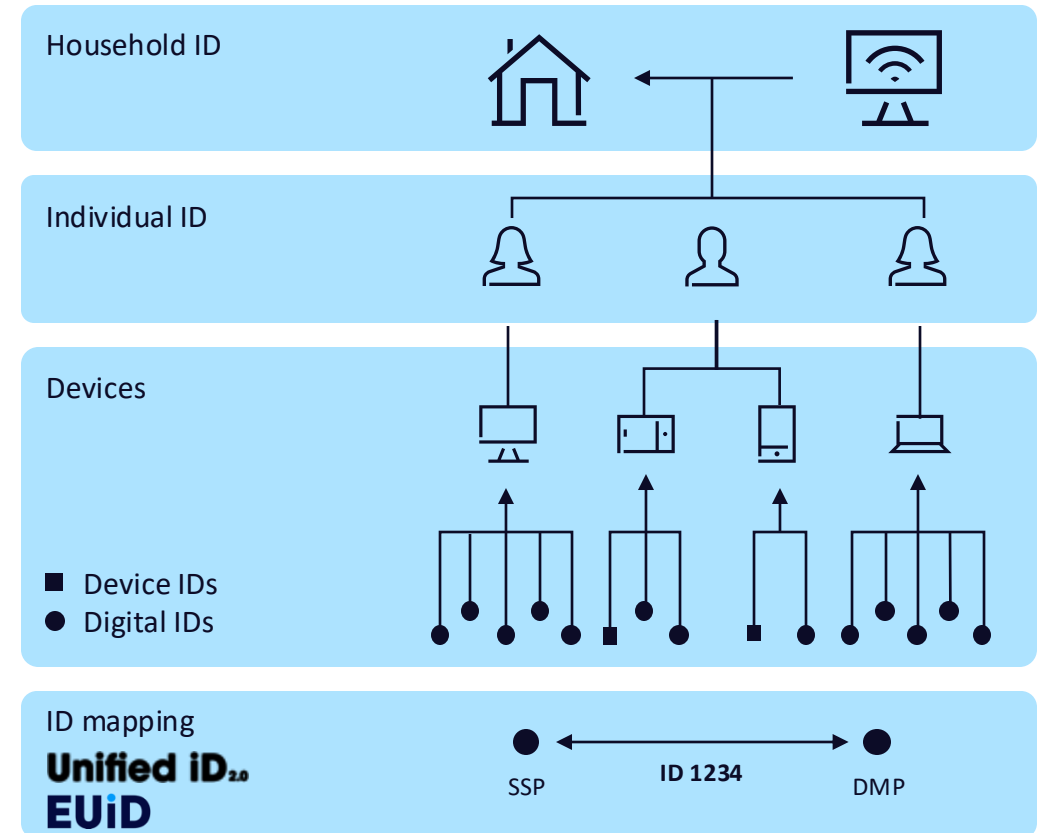
Onboard and activate your first-party audiences

1st

Brands' First-party data

ORACLE

INFOSUM

salesforce

Adobe

snowflake

Nielsen

/LiveRamp

Onboard CRM data via
/LiveRamp EUiD

Import existing first-party data from an external DMP

Data collected via pixels and tracking tags

Campaign data
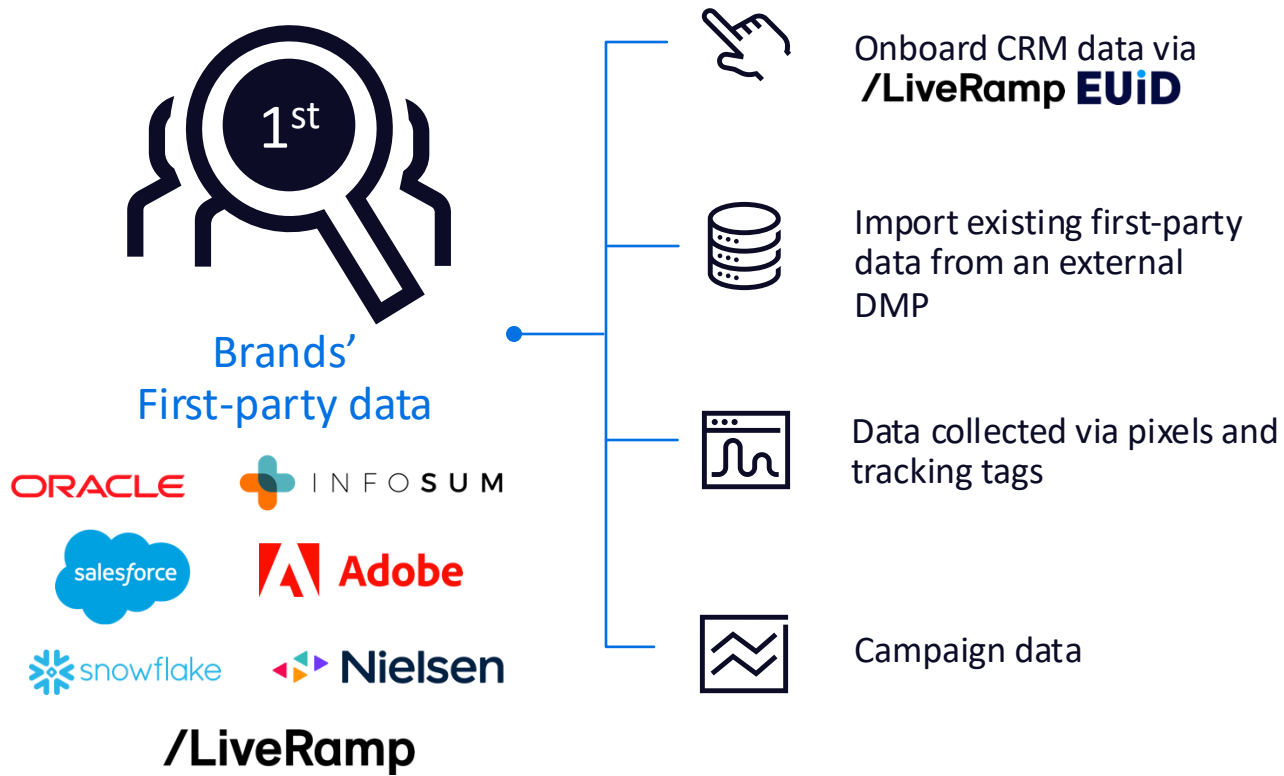
Retarget and continuously engage:

- **Offline audiences** – e.g. from email lists – across the open internet

- Consumers who have **engaged with your ads** – e.g. video watchers, audio listeners, and ad clickers

- Audiences who have **shown an interest in your ads** – e.g. site visitors and specific page landers

Create **lookalike model segments** to identify new prospects who share similar traits with your existing first-party audience

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Enhance the customer experience and drive efficiencies

DIRECT BUYING CAN LEAD TO OVER/UNDERSATURATION
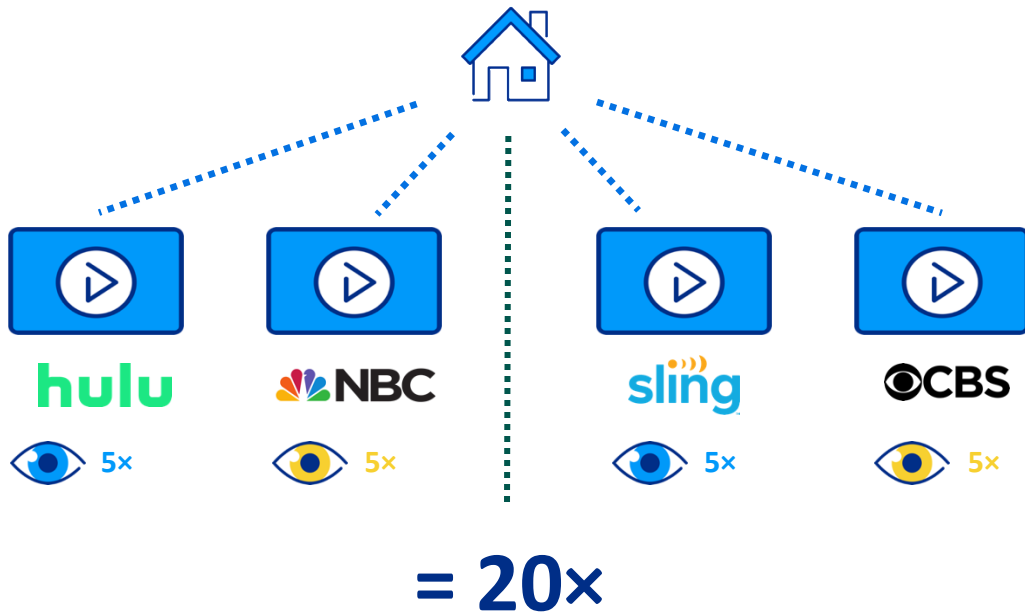
CONSOLIDATION WITH
theTradeDesk

hulu 5×   NBC 5×   sling 5×   CBS 5×
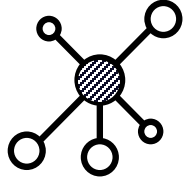
= 20×

hulu 2×   NBC 1×   sling 1×   CBS 1×

= 5×

theTradeDesk
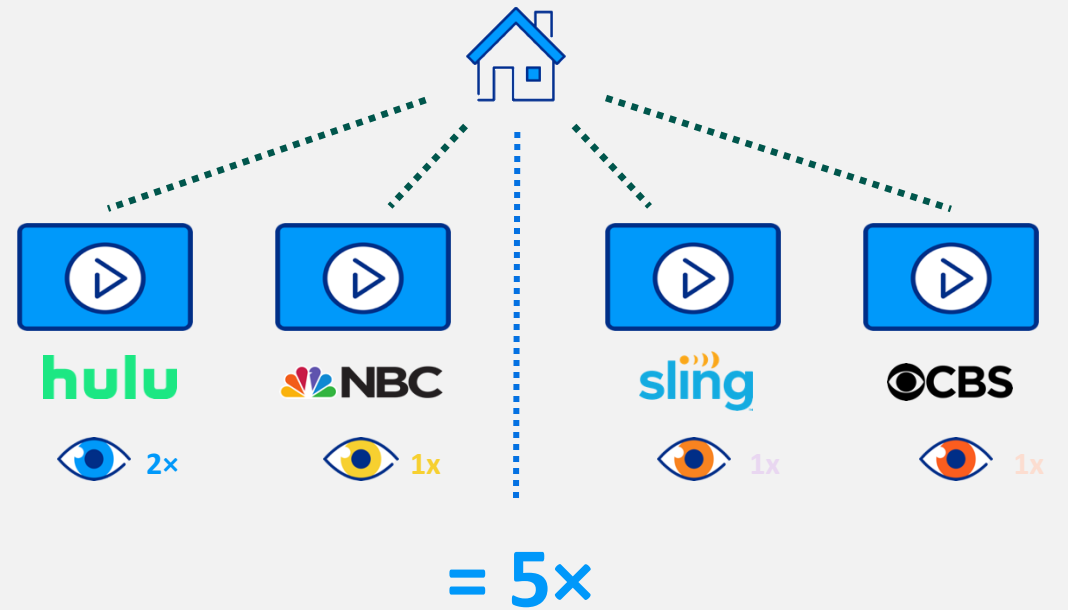
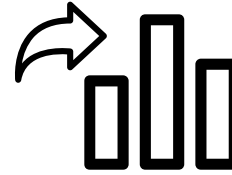# L'esperienza della media agency

Abilitazione tecnologica dell'Advanced TV. Percorsi

Lettura centrale dei KPIs

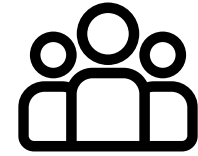Controllo univoco degli indicatori di campagna (come reach & frequency)

TV come digital fingerprint

Touchpoint aggiuntivo nell'omnicanalità digitale

Misurazioni beyond media

La granularità della lettura facilita le analisi di terza parte

Apporto People-based

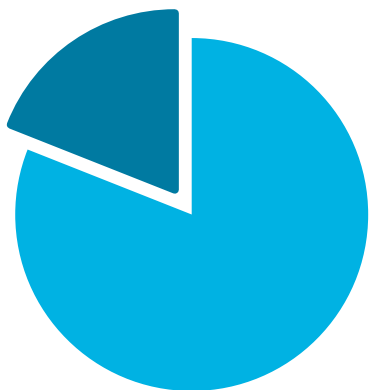L'ingresso di dataset comportamentali amplia il ruolo della TV

ADTELIER

CTV. Il whitepaper di Adtelier

2022 → 2024. 100+ campagne con abilitazione tecnologica

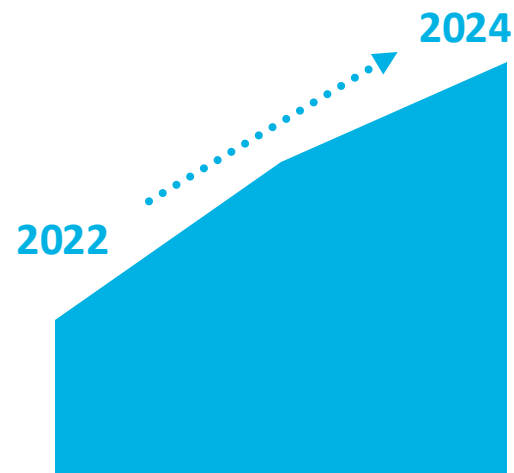**81%**
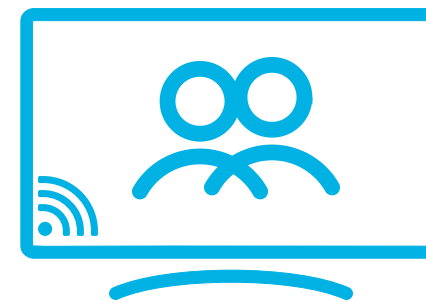Campagne Total Video
(LTV + ATV)

31%
Advanced TV
con target behavioural
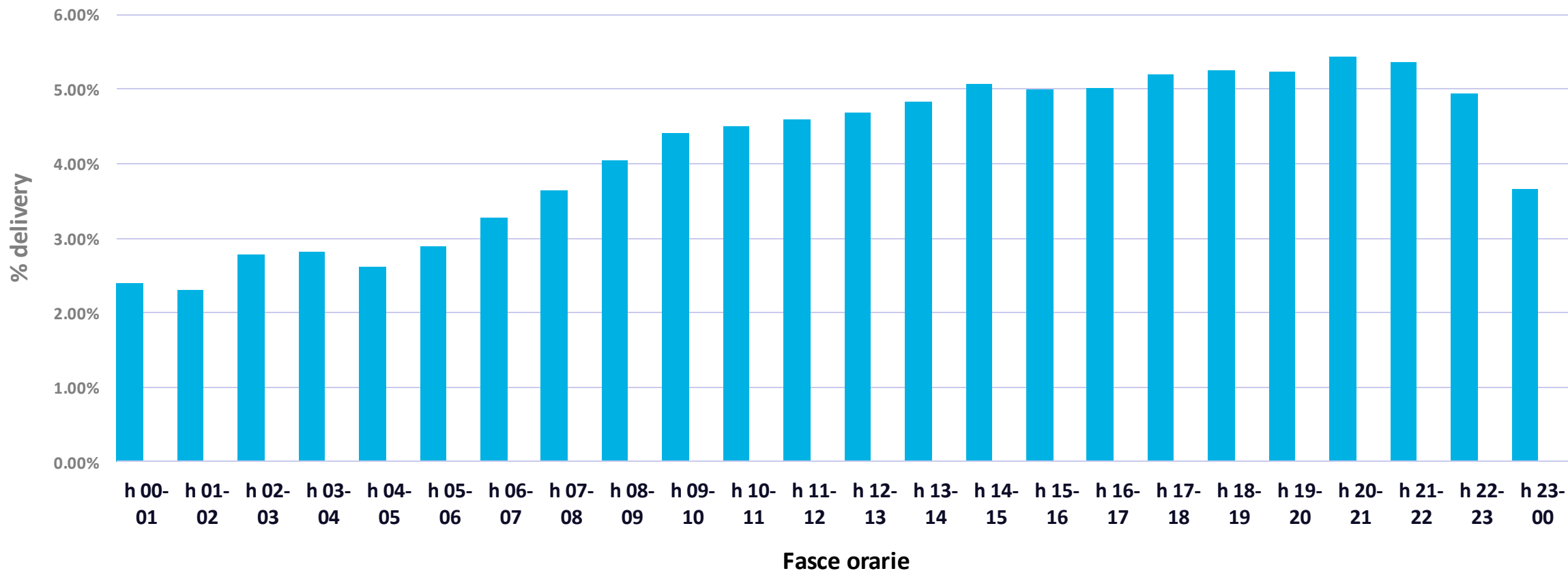
+90%
Properties attivabili
in programmatic

1,92
Composizione media
dell'household
(target digitale)

2024

2022

(1,12 ... 3,34)

ADTELIER
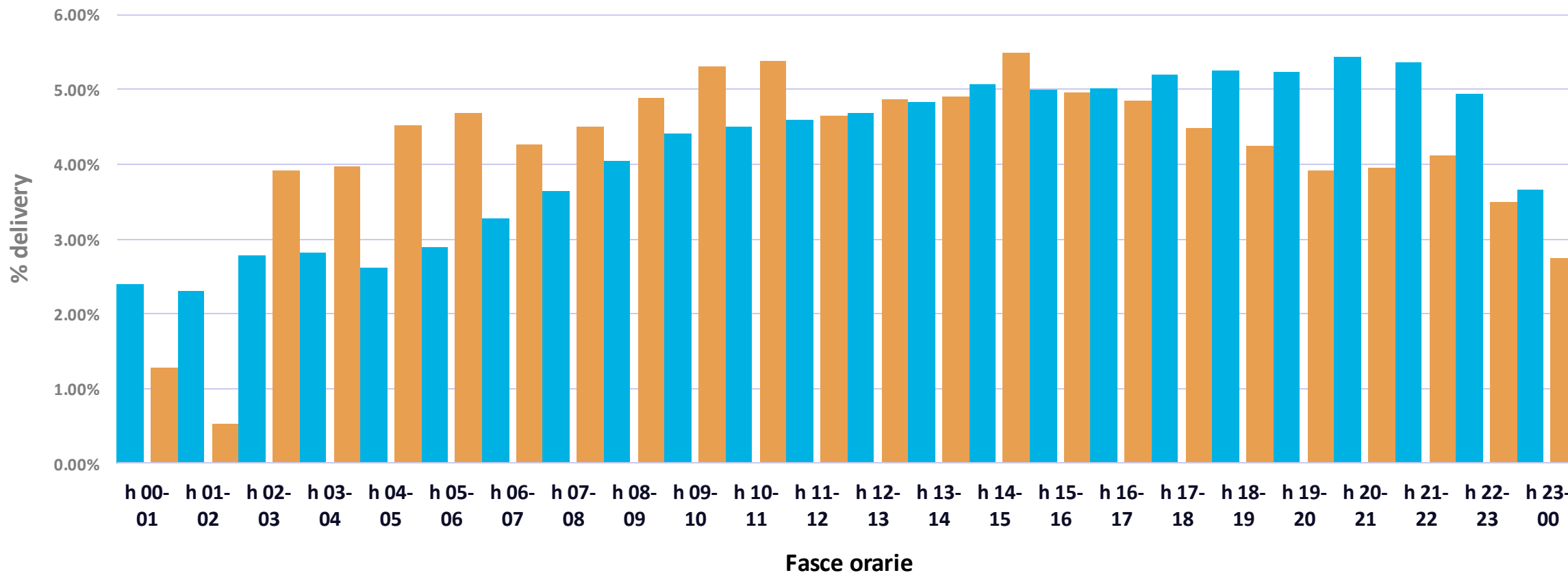
Linear TV & CTV. Convergenze

Delivery media oraria di tutte le campagne attivate su CTV

% delivery

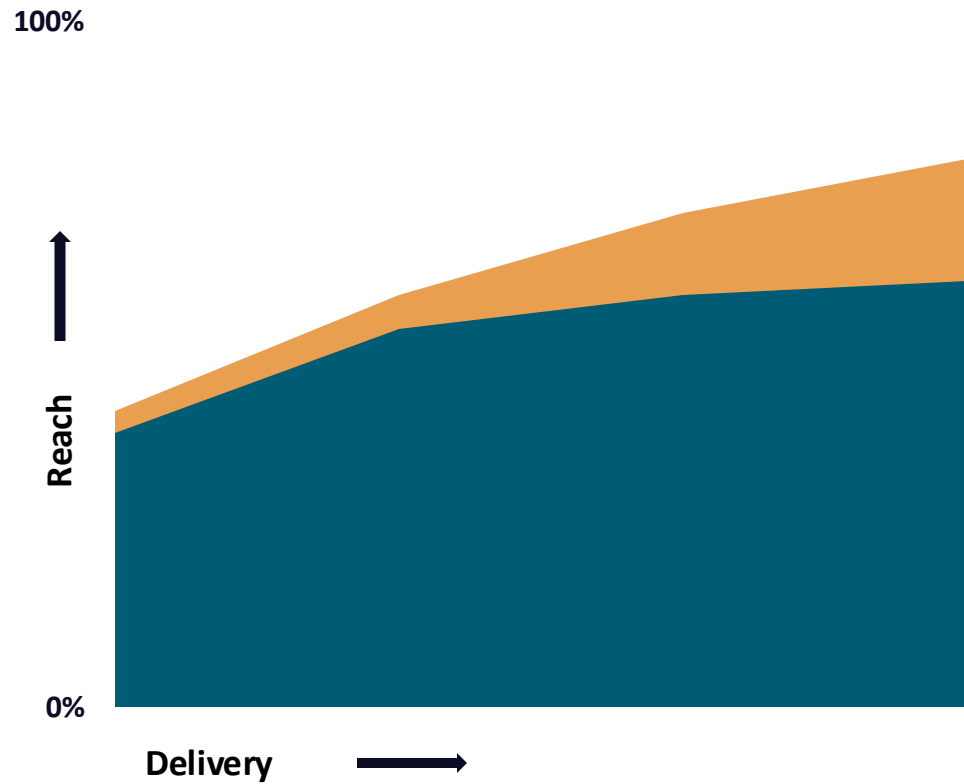Fasce orarie

ADTELIER

Linear TV & CTV. Divergenze «Comportamentali»

■ Delivery media oraria di tutte le campagne attivate su CTV
■ Esempio di delivery su campagna con target people-based «genitori»

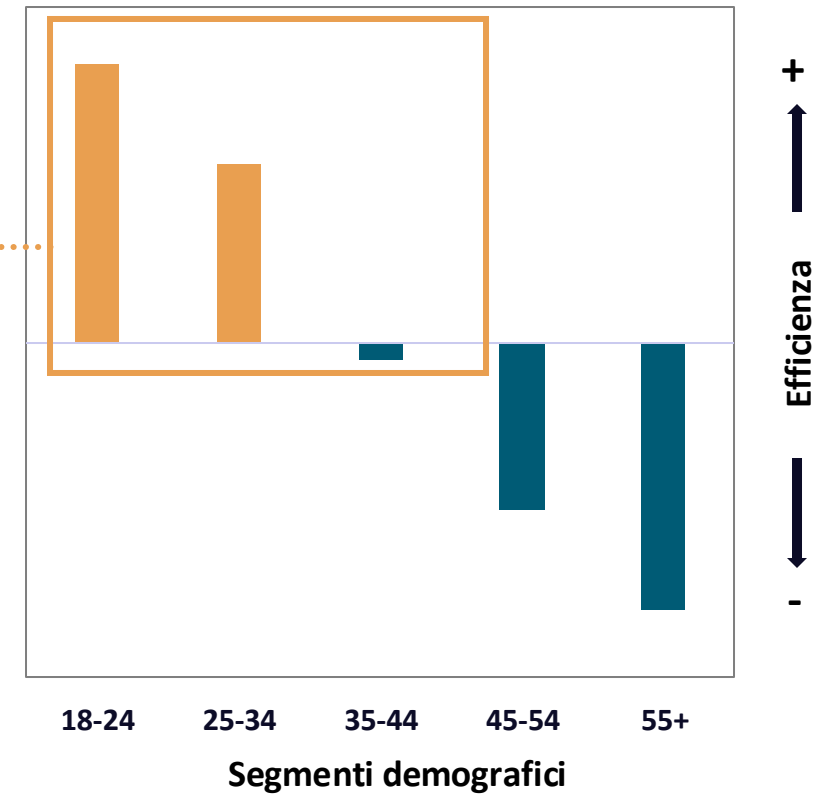**Fasce orarie**

Total video. Uno schermo, segmenti diversi

Reach complementare TV+ATV

ATV. Efficienza per segmento

100%

Reach

0%

Delivery

+

Efficienza

-

18-24   25-34   35-44   45-54   55+

Segmenti demografici

ADTELIER

L'Advanced TV nell'ecosistema cross-channel

Esempio di campagna retail

Display

+ frequency

To website

delivery

Retargeting

LookAlike

Advanced TV

+ reach

Audio

ADTELIER

Misurazioni In Stack. Brand Lift

Best case. Food industry

Global performance

Delivery performance	Uplift	Comparison to benchmark	
Ad recall	-	Above average (+11pts)	🏅 Top 20%

Ad recall impact

Brand image	+57pts ⊘	Above average (+32pts)	🏅 Top 5%
Consideration	+35pts ⊘	Above average (+17pts)	🏅 Top 5%
Preference	+8pts ⊘	Within average (-2pts)	

⊘ : Significant difference
We indicate with this symbol when the difference between two results is significant (95% confidence rate). This statistical evidence affirms that the observed difference is not fortuitous.

Impact score

94

0 = Lowest impact
50 = Within average impact
100 = Highest impact

Benchmark: Video online / Food

Benchmark parameters

Industry: Food
Based on: 59 Brand lifts (15/10/2023)
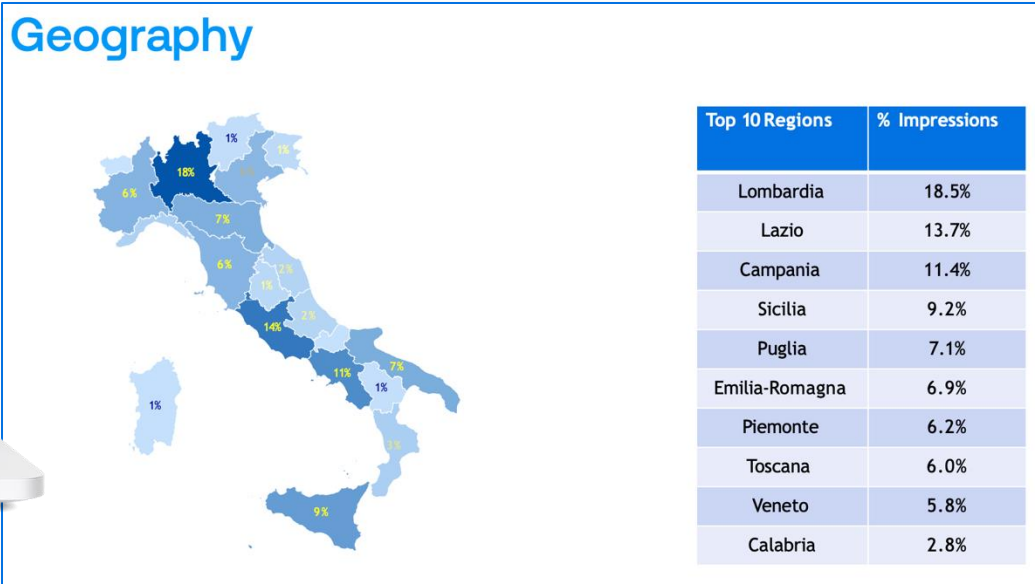
Impact score

94

0 = lowest impact
50 = within average impact
100 = highest impact

Industry: food

ADTELIER

Insights

theTradeDesk®

CTV campaigns insight

Delivery per Time of Day

Socio-demo Insights
Note: It depends on the signals that we receive from the publishers

Female Impressions Male Impressions

54% 46%

Geography

Top 10 Regions	% Impressions
Lombardia	18.5%
Lazio	13.7%
Campania	11.4%
Sicilia	9.2%
Puglia	7.1%
Emilia-Romagna	6.9%
Piemonte	6.2%
Toscana	6.0%
Veneto	5.8%
Calabria	2.8%

theTradeDesk
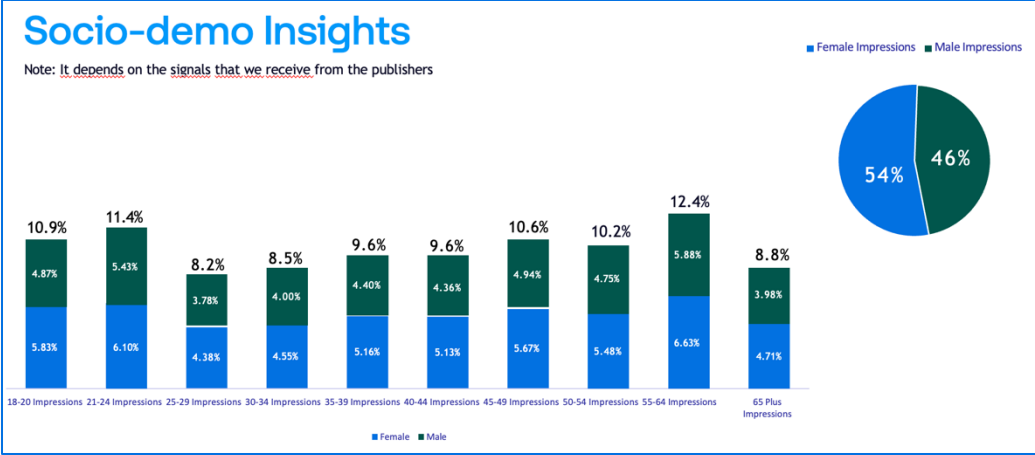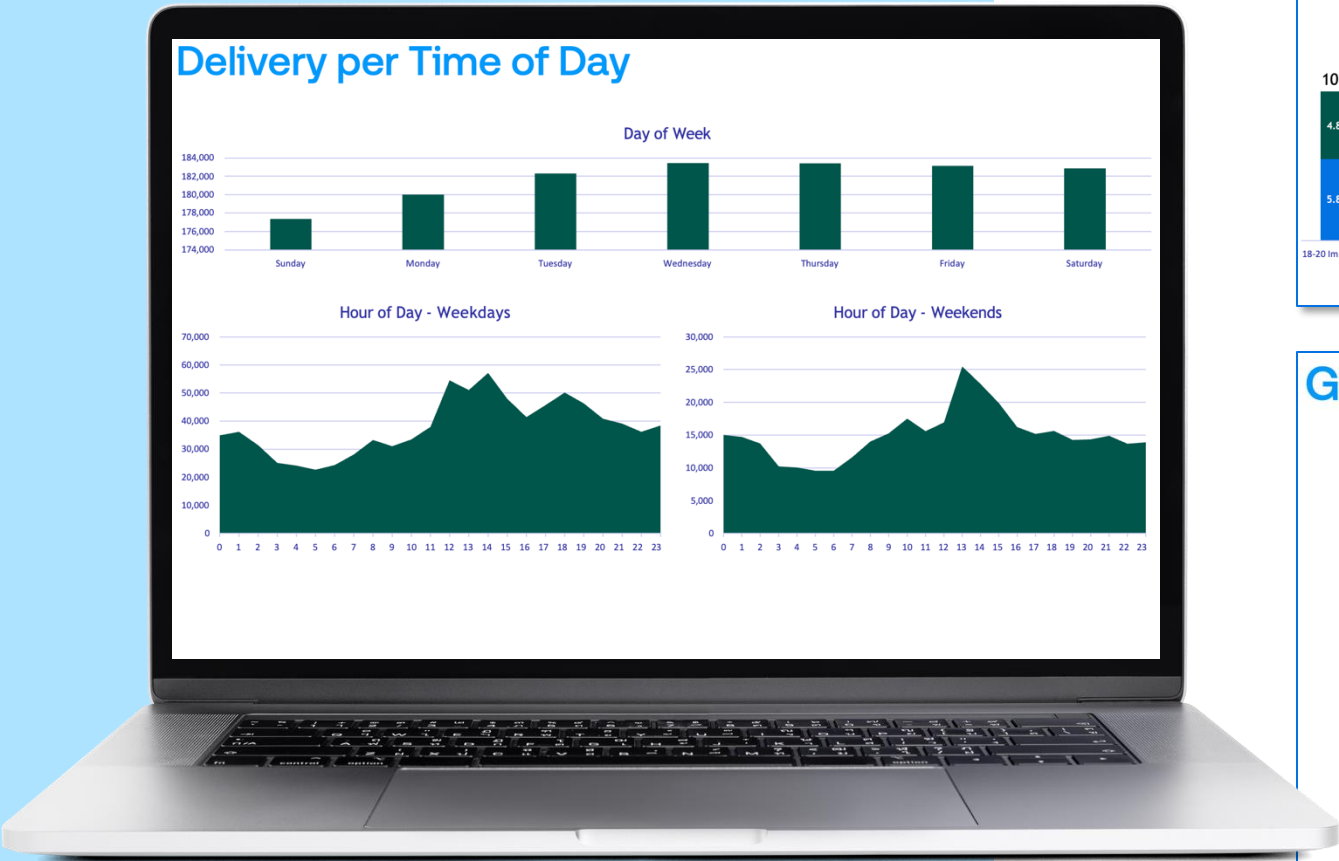
Content Signals

Data available if broadcasters send content signals in the bid request

Playback Type

■ MidRoll ■ PostRoll ■ PreRoll ■ Undeclared

Seller	PreRoll	PostRoll	MidRoll	Undeclared
Seller A	71%	11%	18%	
Seller B	63%		37%	
Seller C	51%			49%
Seller D	68%		32%	
Seller E	44%	56%		
Seller F	100%			

Top Content Series

- Yu-Gi-Oh!
- FailArmy Playlist
- Fight To Survive
- World's Most Expensive Fails
- Mr Bean Animated
- We Heart Animals
- Dropped
- 7Meter
- TPC Theatre
- The Legend of the Blue Sea
- Exhibition Awesome
- The Heirs

Livestream

- True 22%
- False 46%
- Undeclared 32%

Top Content Genres

- Drama
- Entertainment
- Action
- Movie
- Sports
- Comedy
- Science Fiction
- Music
- Docume...
- News
- Talk Show
- Cri...
- Ho...
- R... C...
- Roma...
- Ad...
- Thril...
- Real...

Content Rating

- General Audience
- Unrated
- PG - Parental Guidance
- Other
- TV-14 - Parents Strongly...
- R - Restricted
- TV-MA - Mature Audiences...
- 12 - Persons 12 and older

Content Duration in Minutes

- 120.01+
- 105.01-120
- 90.01-105
- 75.01-90
- 60.01-75
- 45.01-60
- 30.01-45
- 15.01-30
- 0-15

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CTV audience insights

PUBLISHER	Mitele	PlutoTV	Rakuten	SamsungTV	Atresmedia	LGADS	TIVIFY
Mitele		0%	2%	2%	6%	0%	2%
PlutoTV	0%		1%	1%	0%	0%	0%
Rakuten	2%	1%		8%	0%	5%	0%
SamsungTV	2%	1%	8%		2%	0%	0%
Atresmedia	6%	0%	0%	2%		1%	1%
LGADS	0%	0%	5%	0%	1%		1%
TIVIFY	2%	0%	0%	0%	1%	1%	
Total	12%	2%	16%	13%	10%	7%	4%

MALE – 35

What interests do they have?

Technology & Computing

Arts & Entertainment

Books & Literature

What is their yearly income?

EMEA solutions to measure Connected TV

INCREMENTAL REACH   **BRAND LIFT**   **AD VERIFICATION**   **FOOTFALL**

Gain real-time insights into your consumers path to conversion in one consolidated platform

TOUCHPOINT 1

AUDIO

TOUCHPOINT 3

VIDEO

TOUCHPOINT 5

CTV

DISPLAY

DOOH
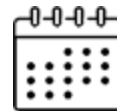
TOUCHPOINT 2

TOUCHPOINT 4
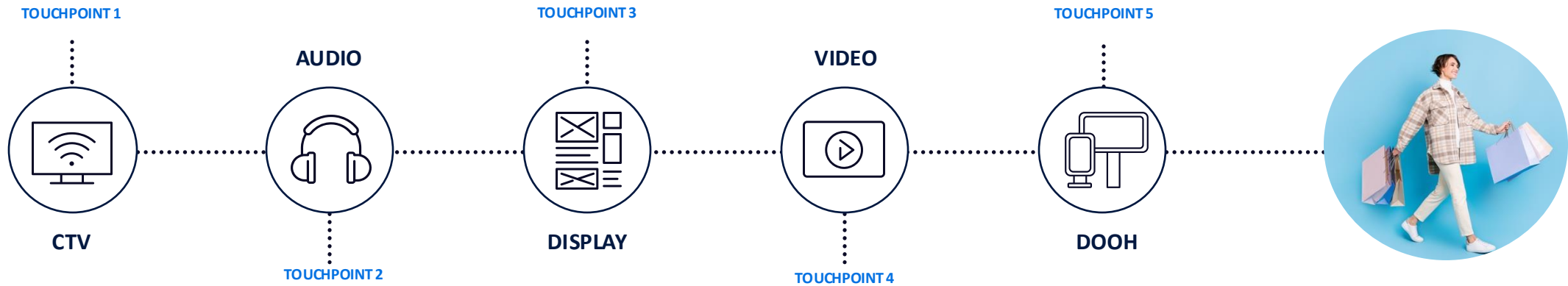
TAKEAWAYS
From omnichannel reporting

Average no. of ad exposures before conversion

Average no. of days taken for a user to convert

Channel effectiveness in driving conversions

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