

theTradeDesk® Fact Sheet

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Founded in November 2009, The Trade Desk (Nasdaq: TTD) is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can use data-driven insights to plan, forecast and buy digital media more effectively than ever before. The platform allows marketers to deliver campaigns across ad formats, including display, video, audio, native and social, on a multitude of devices, such as computers, mobile devices, and connected TV. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and Enterprise APIs enable custom development on top of The Trade Desk's platform.

LEADERSHIP TEAM



Jeff Green
Chief Executive
Officer, Founder



Rob Perdue
Chief Operating
Officer



Dave Pickles
Chief Technology
Officer, Founder



Paul Ross
Chief Financial
Officer



Brian Stempeck
Chief Client
Officer



Susan Vobejda
Chief Marketing
Officer



Vivian Yang
Chief Legal Officer

EMPLOYEES

800+ worldwide

OFFICES

Ventura, CA
(Headquarters)

Aliso Viejo, CA

Los Angeles, CA

San Francisco, CA

San Jose, CA

Boulder, CO

Denver, CO

Seattle, WA

Bellevue, WA

Chicago, IL

New York, NY

Toronto

Madrid

London

Paris

Hamburg

Singapore

Jakarta

Hong Kong

Shanghai

Seoul

Tokyo

Sydney

FINANCIALS

Revenue \$308M in FY17
up 52% over FY16

Net Income \$50.8M in FY17
up 52% over FY16

BOARD OF DIRECTORS

Jeff Green, CEO, Founder + Chairman

Rob Perdue, COO

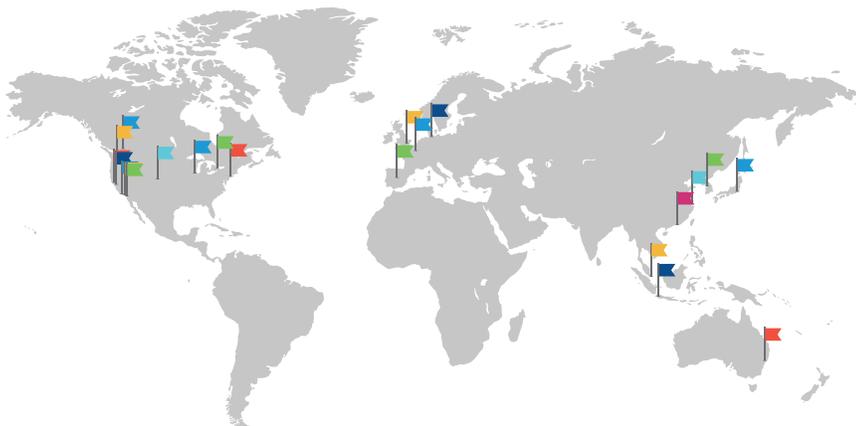
Kate Falberg, Board Member
and Investor

Thomas Falk, CEO, Evaluate Group

Eric Paley, Managing Partner,
Founder Collective

Gokul Rajaram, Caviar Lead, Square

David Wells, CFO, Netflix





CLIENTS

The Trade Desk empowers advertisers around the world to create sophisticated, omnichannel advertising campaigns. Clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time-bidding (RTB).

Clients benefit from a full breadth of resources and support, including a proprietary learning curriculum, Trading Academy. The Trade Desk is committed to superior customer service and has achieved more than 95% client retention for 18 straight quarters.

COMPANY CULTURE

We maintain a strong culture at The Trade Desk and believe that serves as a long-term advantage in running our business. Characteristics like grit, humility and collaboration drive the culture of our company. We are proud to have been named as one of the best places to work by multiple organizations and seek to maintain that strength to lead our future growth.

AWARDS

- #2 on *Glassdoor's* Best Software Companies to Work for in 2018
- #11 on FORTUNE 100 Best Medium Workplaces 2017
- #20 on *Glassdoor's* Best Places to Work 2017
- *Outside's* Best Places to Work 2017 – fourth year in a row!
- *Crain's* Best Places to Work in NYC 2017 – fourth year in a row!

PHILANTHROPY

Strategic corporate giving partners to  **water.org**

MEDIA INQUIRIES | tradedesk@5wpr.com



PRODUCT PORTFOLIO

The core product lines in The Trade Desk platform are:



Demand Side Platform (DSP)

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



Koa™

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



Planner

Develops data-driven media plans using audience insights to accelerate campaign performance from the start



Data Management Platform (DMP)

Onboard and manage advertiser data, purchase third-party data, and customize audience models for activation



Publisher Management Platform (PMP)

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



Enterprise APIs

Whether jumping into real-time bidding for the first time, or looking to become more competitive in the market, The Trade Desk's APIs have everything needed to build a completely customized and scaled omnichannel bidding platform