

# theTradeDesk<sup>®</sup> 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

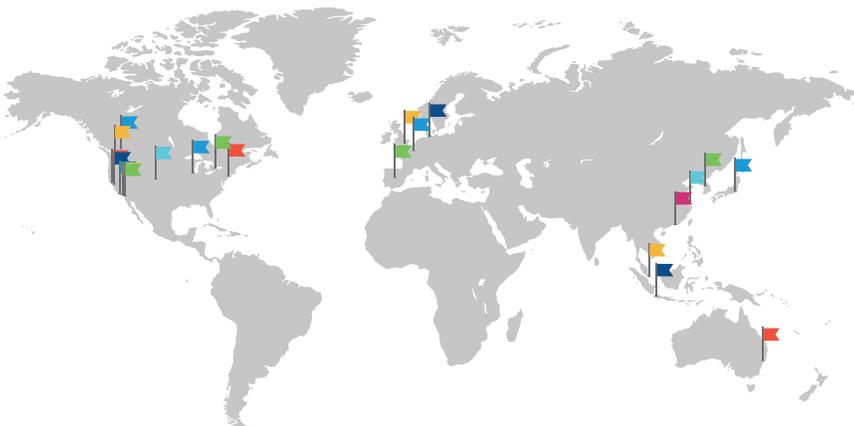
## OFFICES

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](http://water.org)

MEDIA INQUIRIES | [pr@thetradedesk.com](mailto:pr@thetradedesk.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