

CASE STUDY

Client
Seventh Point

Method
Trading Academy



Seventh Point, a regional agency with a national footprint, gains a competitive edge by using The Trading Academy to train employees.

THE BRIEF

As programmatic media evolved and became more prominent, Seventh Point decided to refocus as a media agency. With a lot of ground to cover in understanding the advancements in tech in a short amount of time, the team turned to The Trade Desk's Trading Academy. The coursework helped employees at Seventh Point understand the essentials of programmatic and enabled the team to establish a clear vision for the company as a whole.

THE APPROACH

Seventh Point utilized The Trading Academy across all levels of their firm -- from media planners to account executives to high-level execs -- to unite and enhance their understanding of the space. Providing a standardized language across their agency helped to establish consistent messaging. Seventh Point CEO and Co-Founder completed the certification and believes the course helped him take concepts and turn them into reality for his team.

THE RESULTS

- The Trading Academy enabled Seventh Point's team to have smarter, more effective conversations with clients by providing their team with a foundational programmatic education.
- The Trading Academy allowed Seventh Point to ramp more accounts and quicker, enabling the agency to scale at a faster rate.
- Education gained from The Trading Academy helped Seventh Point become a knowledgeable, strategic, innovative agency solution, placing them on an equal playing field with larger media agencies.

Skills. Knowledge. Purpose.

thetradedesk.com/academy | academy@thetradedesk.com