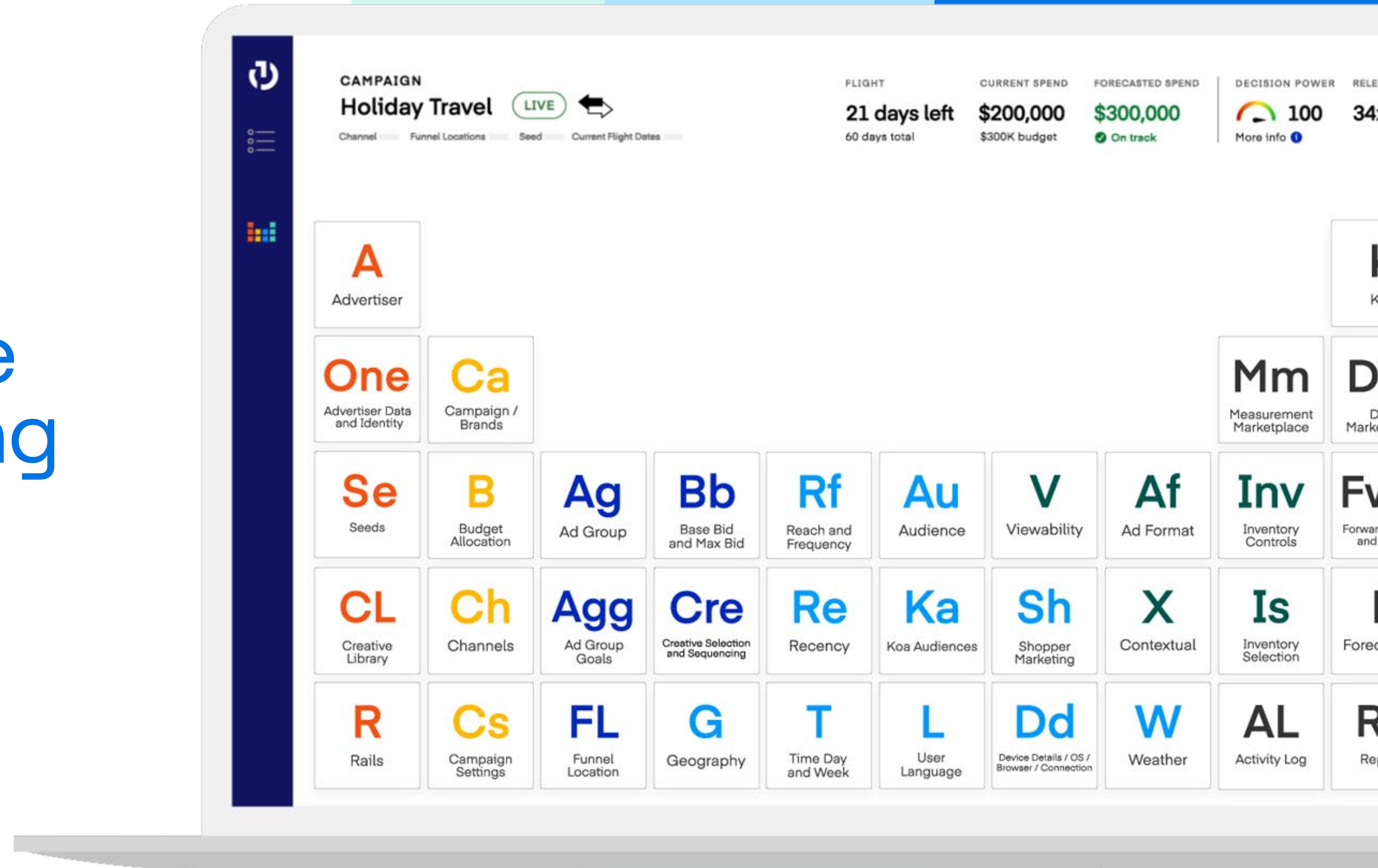


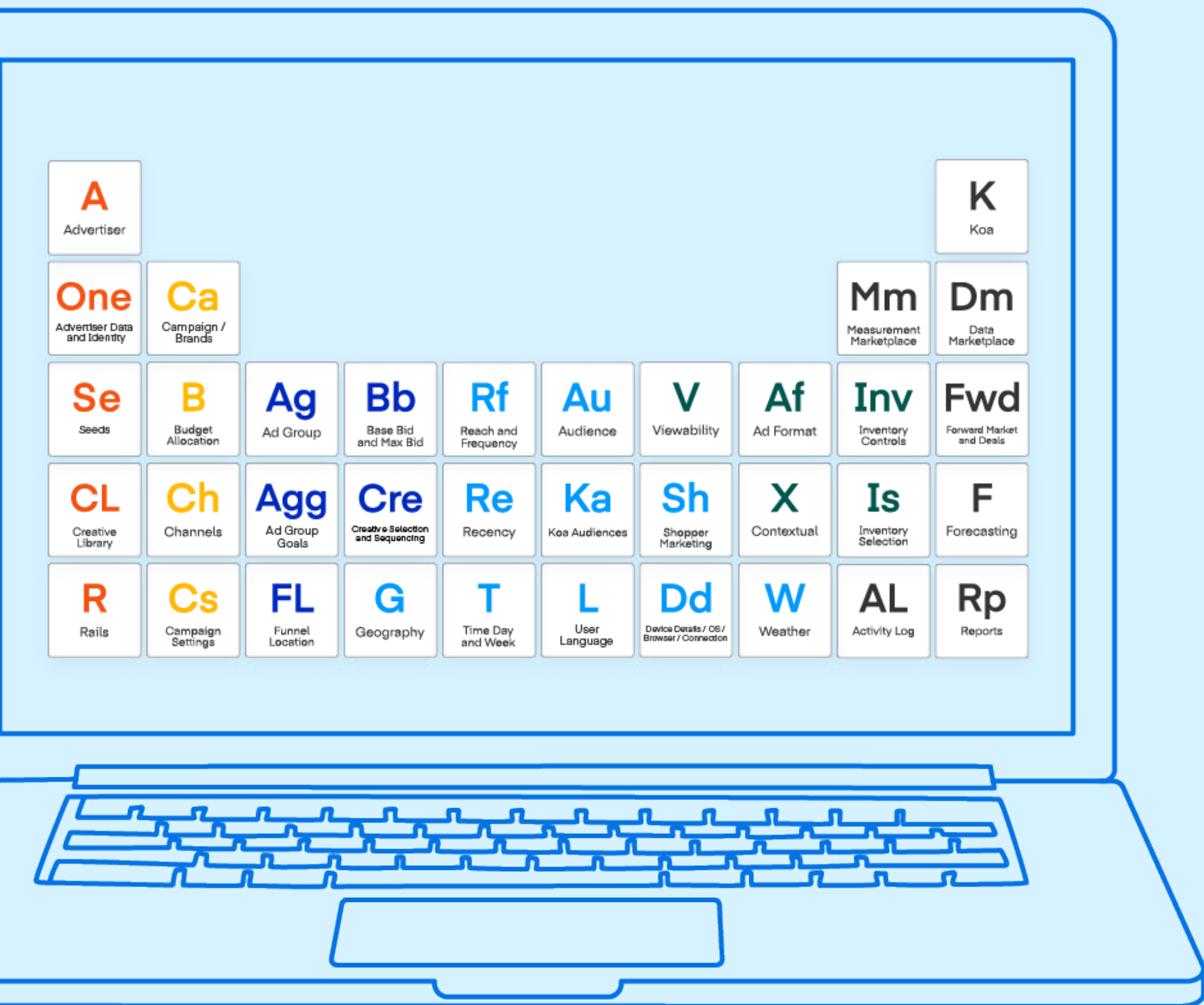
theTradeDesk®

Welcome to the Future of Trading

A guide to help you take your programmatic buying to the next level



Step into the future of media buying



Since its launch, Kokai has become even more powerful with new tools for audience-based buying, easier access to premium inventory, new measurement innovation, and artificial intelligence (AI). Now, advertisers can join in on an elevated experience that takes media buying to the next level.

The ‘why’ behind Kokai

The success of your campaigns hinges on your ability to make important decisions every day — like whom to target, where to reach them, how to allocate your budget, and which optimizations to make. These choices can make all the difference in a winning ad campaign.

Our latest platform upgrade centers your campaigns around high-value audiences while removing the complexities associated with programmatic buying. With robust new tools, enhanced AI, and a streamlined user experience, Kokai surfaces data next to decisions so that you — the media buyer — have insights at every stage of a campaign. This helps you optimize in real time, driving better results and getting more value from your marketing.

Now that all comes together in our most exciting and transformative platform release yet.

Get to know the 5 key principles of Kokai

1. The most effective marketing is audience-first

Customer data is every brand's most important asset. It enables you to reach your audiences wherever they spend time across the open internet and find new ones that look like them. That way, you can continue to feed the marketing funnel and grow your customer base — and your bottom line.

In an era of digitization and near-ubiquitous AI integration, if you're not putting your richest high-value signals to work, you're leaving opportunity and growth on the table; particularly in a time when it's never been more important to have a solid first-party data strategy.

Kokai introduces innovative ways to maximize your data's potential and make it work even harder for you. At the core of this experience is the "seed," a foundational data input that powers more relevant audience targeting — and our AI — so you can ensure that all of your campaign decisions are informed by your most valuable data.

[Learn more](#) about how to center your campaigns around audiences using seeds.

2. The trader toolkit should amplify your strategic value

Today, many traders spend an inordinate amount of time monitoring campaign pacing and performance. Kokai provides new tools, metrics and recommendations to help you ensure your campaigns are set up for success pre- and midflight.

Our forecasting engine can now analyze up to 1,000 times more data, giving you increased accuracy and real-time updates to help you understand the impact of your optimizations before you make them.

Additionally, our AI has been upgraded and integrated throughout the platform. But you'll still be in the driver's seat, with total control over which optimizations you'd like Koa™ — your AI co-pilot — to make for you.

[Learn how](#) you can streamline campaign decisions with AI and forecasting.

3. Buying quality inventory needs to be easier

The open internet is massive, filled with publishers that produce the content that keeps us informed and entertained — from local news to TV shows, podcasts, recipe websites, and more. All this content is accessible across many different devices, which is great for consumers, but cumbersome when you're seeking to control the quality of your ad placements in such a fragmented marketplace.

To find quality today, many advertisers set up private deals and exclusion lists, as well as apply targeting and filtering mechanisms that create pockets of inventory to meet their standards. But this level of quality and control often comes at the expense of scale and efficiency (not to mention it's also time-consuming).

That's why we've equipped Kokai with solutions like the [Sellers and Publishers 500+](#), a new buying option that makes it much easier for you to reach high-value audiences at scale across premium omnichannel inventory. You'll also have new quality controls in the platform, like ad refresh and ad load, that can help you prioritize ad experiences that meet your brand's needs.

[Learn how](#) you can get easier access to high-quality inventory.

4. Smarter decisions are fueled by more data and insights

Media buyers are faced with countless decisions for every campaign, like which audiences to target, where to reach them and how frequently, where to set bid prices, which optimizations to make — the list goes on.

In the past, you may have had to make some of these decisions without having the right data or insights readily available. Perhaps you've had to rely on your "trader intuition" or spend a lot of time manually pulling and analyzing reports to come to certain decisions. Reporting can undoubtedly help you uncover actionable campaign insights for decision making, but pulling reports is often very time consuming.

The good news? Kokai surfaces much-needed insights and reporting metrics directly next to actions throughout the platform. This can help you make decisions faster and with greater confidence, allowing for every decision you make to be informed by data. You can assess the targeting strategies that are most relevant for your campaigns, how to set competitive bids, and even the ad frequency more likely to drive performance based on your campaign goals.



5. The programmatic universe should be simple and empowering

Programmatic advertising can often feel overwhelming and complex. Your demand-side platform partner should simplify your experience — not complicate it further.

We want to make it easier for you to understand quickly where to focus your attention and jump directly to whatever you need. That's why we're reorganizing the entire programmatic universe onto a single screen — the [Programmatic Table](#) — wherein each tile represents a different campaign element. You'll find guided workflows and simplified navigation, and you'll even get recommendations for which actions to take first.

The driver behind the Programmatic Table is our desire to help you harness the full power of programmatic advertising on our platform. With it, you can streamline your campaigns and make faster decisions that drive value and efficiency.

As consumer engagement across the open internet becomes more fragmented and the advertising ecosystem evolves, you can stay ahead of the curve with insights on [The Resource Desk](#) and within Kokai. With Kokai's simplification of the programmatic universe and sophisticated yet simple tools, you can finally focus more on adopting a true audience-based buying approach.

Every campaign is an opportunity to reach new audiences and optimize your digital strategy.

Evolution is as easy as 1-2-3



Learn how to center your campaigns around audiences

With myriad content choices today, consumers are constantly faced with the question “What should I stream next?” The list of available shows, movies, and podcasts seems endless, and each consumer applies their own criteria when deciding what to watch or listen to at any given time. While all these options can benefit consumers, they can also present a significant challenge for you as the media buyer.

Traditionally, you might’ve tried to predict where your audience would spend time next by working with a handful of major publishers that dominated their audiences’ attention. But now that the ecosystem is more scattered, this approach may no longer offer the same kind of scale and performance. To solve this, you need to put your most valuable audiences in the center of everything you do, so that you can reach them wherever they’re tuning in to or scrolling content across the open internet.

Kokai prioritizes audience-first buying through the Programmatic Table UI. Let’s go deeper into how you can take advantage of these upgrades to enhance your campaigns and make smarter decisions faster.

Follow this [3-step data-informed approach](#).

STEP 1

Set your campaign's trajectory with a seed

It all starts with a segment that represents a brand's most valuable customers, or a seed, with which you'll be able to anchor your campaigns. Whether you're running a reach campaign to drive awareness or a conversion campaign to drive sales, Kokai works harder than ever to find value for you. And it all begins with your added seed.

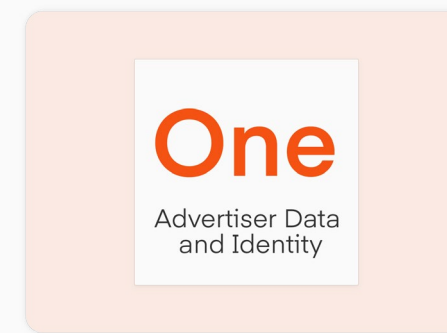
To help you decide what seed you should set, answer this question: "If I could clone any of my customers, who would I clone first?" Our recommendation is to start with converted customers.



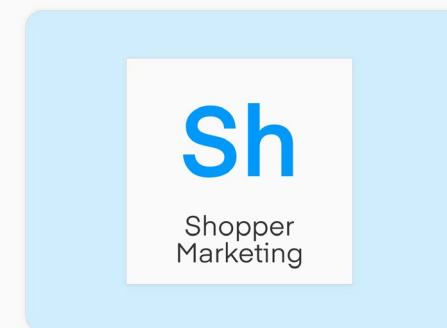
KOKAI ENHANCEMENT

You can now request access to retail data segments directly from the Shopper Marketing tile [Sh]. Once you receive access to your desired segment, you can use it as your campaign's seed.

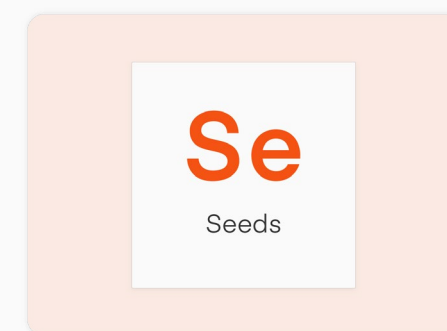
Activating your seed in the platform



For marketers who sell their products at retailers, and even those who don't, retail purchase data can be one of the most valuable signals you can use to build highly relevant audiences. You will be able to find and request access to high-quality audience segments from top retailers within the Shopper Marketing tile [Sh]. Once you've applied the seed, you'll be able to see which retail data segments are most relevant for your campaign.



If you have access to first-party data, you can manage it out of the Advertiser Data and Identity tile [One]. First-party data sets can include imported data, website, app, and more. You should aim to use conversion data as your campaign's seed, but other engagement data, such as website visitors, can work as a starting point too.



In the Seeds tile [Se], you'll be able to find available first-party and retail data. If neither of those options are available to you, you can build seeds using third-party data instead. Conversion and purchase data will always be the strongest signal for your campaign's seed because it represents the people who have already purchased your product or interacted with your brand. By using this kind of data to define the seed, you're giving our platform the context it needs to uncover more valuable insights and prioritize the most relevant ad opportunities to drive performance.

STEP 2

Stay on a data-driven course with relevance

Now that your seed is set, you will start to see relevance scores throughout the platform. Relevance is a metric that predicts how similar the people you are targeting will be to your seed, compared to if you were to target the general open internet population. The higher the relevance score, the more likely you are to reach the people who look like your campaign's seed. Relevance can also help you compare different audience segments, inventory options, and more, so that you can work toward always making data-driven decisions in the platform.



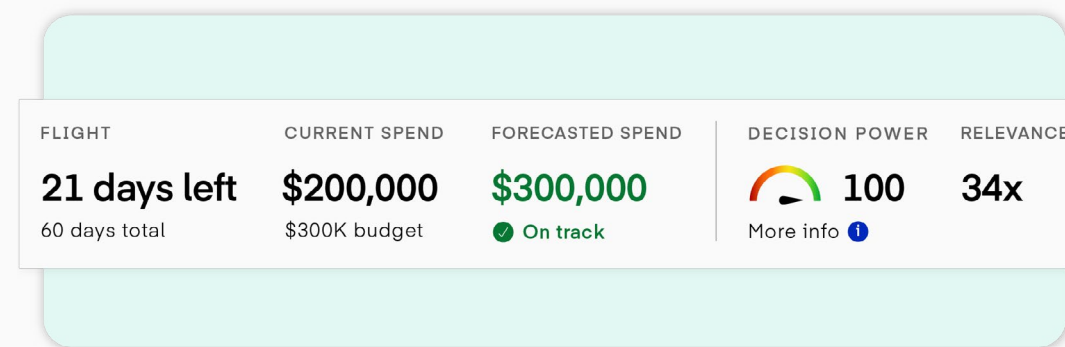
KOKAI ENHANCEMENT

The Data Marketplace [Dm] and Shopper Marketing [Sh] tiles can provide a safe place to browse data partners before committing to building an audience.

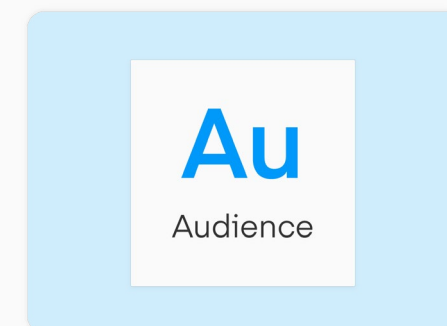
Leveraging relevance in the platform



One of the better ways to increase your campaign's relevance is by starting with the right audience. You can search our robust marketplace and easily compare all the available segments based on both their relevance and value, all within the Data Marketplace tile [Dm]. Relevance indicates similarity to your campaign's seed, while "value" in the platform will show you relevance scores relative to cost. When two segments have the same relevance scores, you can use the value score to pick the more cost-efficient option.



Real-time snapshot: At the top-right of the platform UI, you'll always have a snapshot of your forecasted spend, relevance, and decision power for your campaign. As you adjust targeting and apply optimizations, you will be able to see the impact your changes have on these metrics in real time.



While you can create new audiences from the Data Marketplace [Dm] and Shopper Marketing [Sh] tiles, you will be able to gain a centralized view of all your audiences within the Audience tile [Au]. Here you can edit any of your audiences and apply them to your ad groups for targeting.

STEP 3

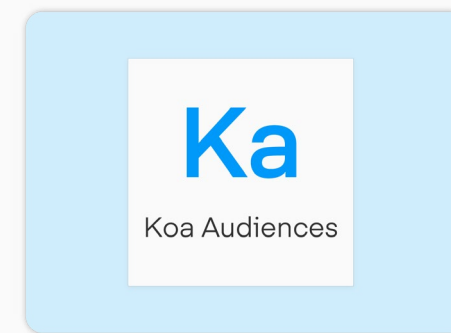
Aim to improve performance with AI

The Koa Audiences tile [Ka] houses our newest audience AI tool, which can help give you more control over automated lookalike modeling than ever before. Koa offers a spectrum of audience-building tools that can be tailored to a brand's unique preferences. While we make it easier to leverage data when manually building audiences through relevance and value scores, we also want to help ensure clients can work toward maximizing performance and efficiency with just a few simple steps.



KOKAI ENHANCEMENT

In addition to finding more relevant segments based on your desired input, you can also use the value score to exercise even more control over the AI.



Designed to help simplify audience-building, AI-powered Koa Audiences [Ka] helps give you the ability to tap into high-value audience segments more seamlessly. By looking at your campaign's seed, value, and relevance, you can use Koa Audiences to automatically pull in the right segments and update your audience as needed.

FLEXIBLE INPUTS

Koa Audiences [Ka] will default to using your campaign seed to help you find the most relevant segments, but you can modify this input at any time. Options include using any of your pixels, imported data segments, or previously created seeds.

VALUE FILTER

Similar to the value filter that helps you find more relevant and cost-effective segments in the manual audience creation workflow, you'll be able to use a value filter to help ensure Koa Audiences [Ka] only picks segments that meet your desired criteria. As you adjust this filter, you can see how many segments Koa Audiences [Ka] is able to apply.



The most effective marketing is audience-first. Our platform's Kokai upgrade offers new, practical solutions, enabling you to prioritize more valuable audiences. To recap, you can start by bringing in your most valuable customers into the platform through the Advertiser Data and Identity [One] and/or Shopper Marketing [Sh] tiles, and then turn those audiences into your North Star within the Seeds tile [Se].

Next, you can focus on more relevant audiences in the Data Marketplace [Dm] and Audience [Au] tiles, all while tracking spend and relevance in real time. And with Koa Audiences [Ka], you can simplify audience building by using the power of AI to help make segment selection more efficient. With Kokai, you can make the shift to audience-first buying with confidence and work toward driving impactful results.

CASE STUDY

Rossmann, a European drug store chain, was able to reach CTV audiences by creating seeds in Kokai. The custom audience strategies informed by their first-party data were 3-4x more likely to result in a sale after audiences saw the CTV ads.

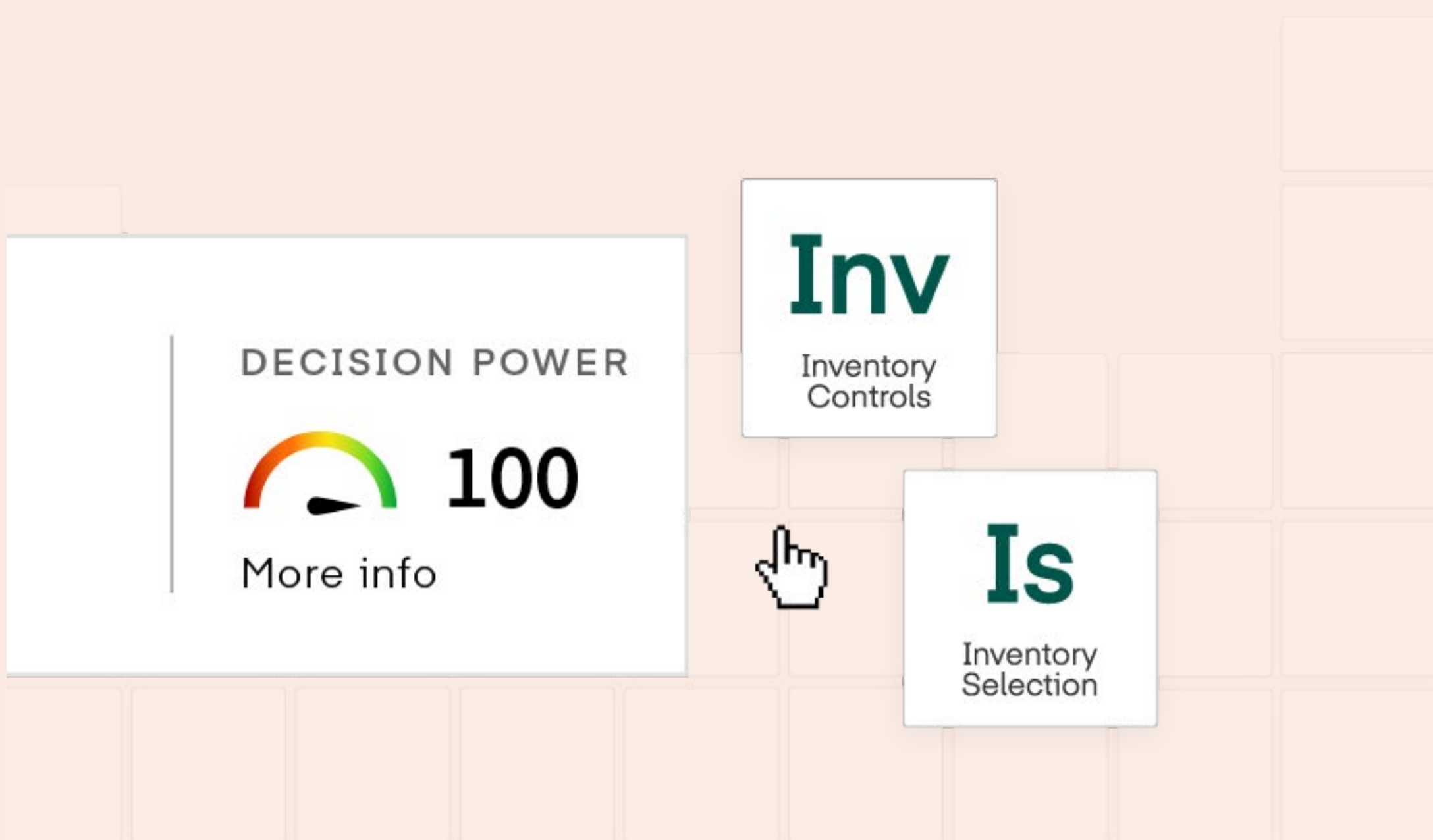
[Learn more](#)

ALREADY UP AND RUNNING WITH AN AUDIENCE-FIRST APPROACH?

Get 3 tips to maximize the value of campaign seeds.

[Click here](#)

Drive more valuable reach across the open internet



Gaining access new inventory opportunities

The future of advertising is on the open internet, but media buyer beware — it's a vast landscape. An abundance of inventory is only as good as a marketer's ability to reach consumers, who are spending more time with high-quality media in more places than ever. Kokai helps you make a bigger impact with your consumers across the most premium places on the open internet.

Much like consumers, marketers are presented with an abundance of choice — from deciding on what to include in the brand's creative message to determining exactly who you want to reach. There are countless options that can influence the success of your marketing plan. The complexity only amplifies when you bring the world of inventory into the mix. Connected TV, audio, web — where do you want ads to show up?

Kokai helps you take the guesswork out of reaching consumers across the media they consume and equips you with the tools you need to make more informed inventory decisions.

[3 ways Kokai can help you to elevate your inventory strategy.](#)

1. Prioritize quality inventory on the open internet

Inventory decisions are typically driven by a search for publishers that align contextually with a brand. The constant juggling of sites and publisher lists, deal negotiation, and placement management is a less-than-ideal exercise. While it may be tempting to focus solely on a select few publishers, doing so risks missing out on the opportunity to engage with your most valuable audiences across the open internet. For this reason, learning how to center your campaign around audiences is pivotal.

The solution is to target a source of inventory that can meet your campaign's requirements for both scale and quality. With [Sellers and Publishers 500+](#), you get one-click access to a curated list of premium publishers and placements. You can rise above the limitations of traditional inventory management and easily expand your reach to high-value audiences all in one place.

Whether opting for the open market or the Sellers and Publishers 500+ marketplace, you have the flexibility to balance scale with quality, helping your campaigns reach the desired audience while adhering to stringent quality standards.

Once you've selected your marketplace on the platform (open market or Sellers and Publishers 500+), you can fine-tune your inventory-quality pre-bid controls all within the Inventory Controls tile [Inv]. We've consolidated previously available quality metrics like brand safety and viewability, and even added new ones like ad refresh and ad load to provide you with even more control.

These attributes allow you to refine specific inventory types which can positively affect campaign performance. While you have the power to determine your own thresholds for

quality, it's also important to not be overly restrictive. But rest assured, you'll see key metrics on the top-right of every screen — like forecasted spend, relevance, and decision power — to help you understand the health of your setup and find the optimal balance between scale and quality reach.

2. Streamline your publisher mix

Understanding and optimizing your inventory selection is paramount to maximizing performance and boosting value. Inventory Selection tile [Is] offers a comprehensive toolkit to navigate this landscape effectively.

The Inventory Selection [Is] organizes all the different inventory sources so that you can better monitor performance and identify opportunities to expand or improve your inventory mix. One of the most common pitfalls in an inventory strategy is starting too narrow, and Inventory Selection [Is] is purpose-built to counteract this tendency by guiding you through a series of steps aimed at responsibly expanding your inventory.

Once you set your mix of desired publishers, additional inventory-buying routes for the same publishers will emerge as an option to include in your buy. Now you can get the most inventory from your top publisher mix. This expansion isn't just about quantity of inventory sources, but about finding the most valuable pockets of the open internet to engage your audience. One standout feature of Inventory Selection [Is] is its ability to provide real-time feedback on the impact of your decisions — you can monitor forecasted spend and relevance scores to adjust dynamically as you make selections.



3. Increase your decision power

Prioritizing value in your buying decisions can lead to a greater campaign impact, which is why it's so important to rightsize the pool of inventory you consider. The more qualifying impressions you allow the platform to evaluate at bid time, the more opportunity you give it to find value. Said another way, if you can stack rank based on value and choose the best impression from either a pool of 100 or a pool of 10,000, the latter will almost always lead to a better decision for your campaign.

Decision power quantifies the inventory consideration circles your campaign is considering relative to its targeting and how many impressions it needs to buy to fulfill its budget. When your audience or inventory targeting is too restrictive, you lose the ability to be selective and choose the most valuable impressions. In contrast, if your settings are too broad, you're passing up on an opportunity to use more strategic targeting and increase your campaign relevance. High decision power scores mean your campaign can be more selective and find more value. The more selective your campaign, the better.

With Kokai, you now have simple, yet powerful tools to help gauge campaign effectiveness and level up your decisioning power. Kokai paves the way for enhanced value, better outcomes, and ultimately the realization of programmatic advertising's full potential.

Make better campaign decisions with your enhanced AI co-pilot

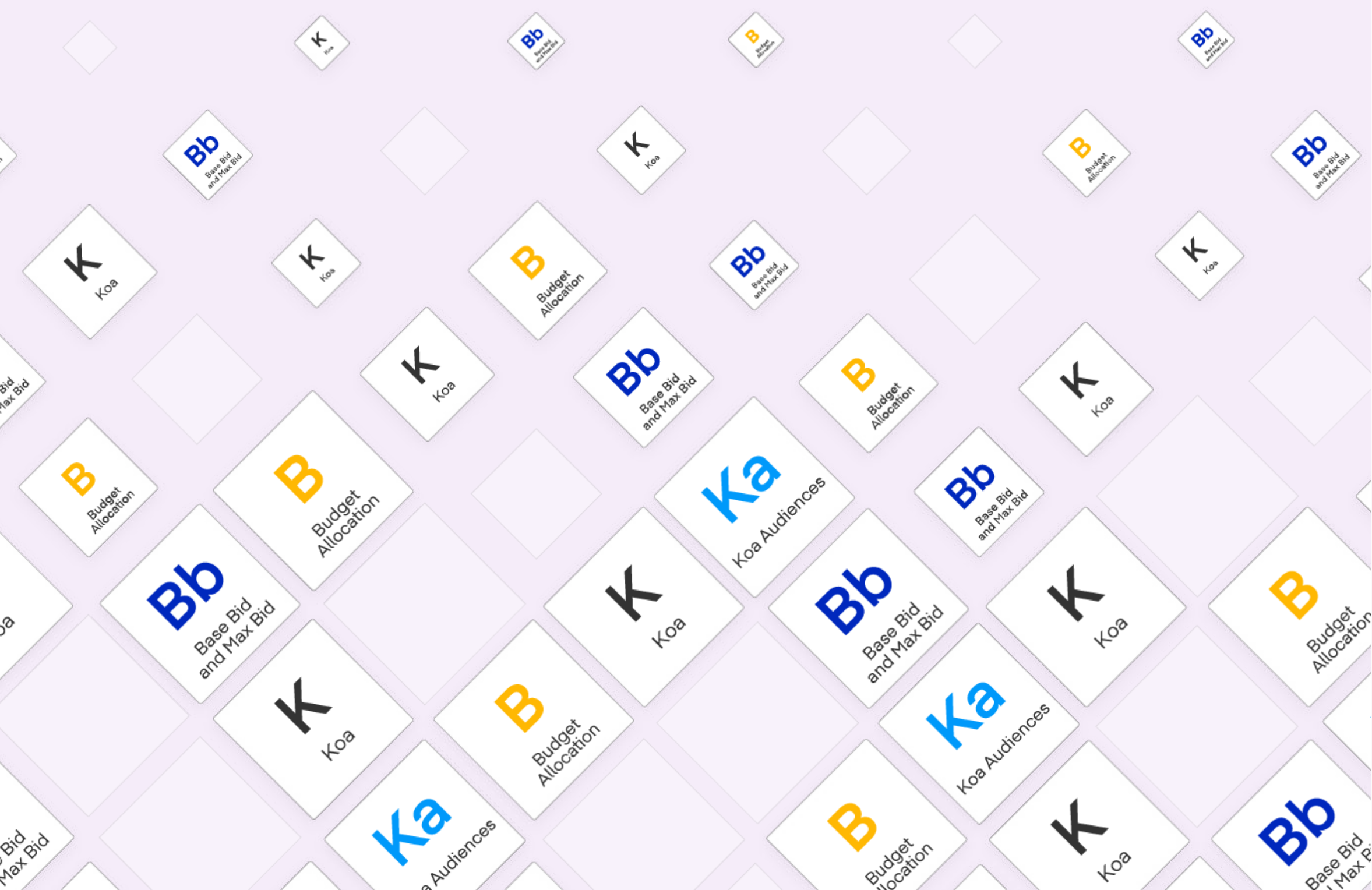
Artificial Intelligence (AI), in all its forms, is among the most important and widely discussed topics in programmatic advertising, and for good reason.

While many media buying platforms are paddling frantically to catch the AI wave, we're surfing ahead of the pack. We added AI capabilities to our platform back in 2016, with the introduction of Koa™.

We've maintained that AI works best when it serves as a partner or co-pilot to you, the media buyer. You bring your unique business context, brand insight, and marketing intuition, and AI adds its superhuman abilities to process huge data sets, calculate forecasts and predictions, and execute decisions in real time.

So, what's new? With Kokai, you now have even more ways to activate your own first-party data and insights as inputs to help you control exactly how the platform AI works for your campaigns. The more data and insight you input, the better our AI can understand what you value and help you make campaign decisions around those values.

[Get to know the 3 most important AI enhancements.](#)



1. Real-time forecasts and recommendations, right where you need them

We know you want to make the best campaign setup and optimization decisions, but you might not always have the time to pull reports and find the right data. That's why the platform now shows you specific data, insights, and recommendations right in the context of your workflow to help you make better campaign decisions faster.

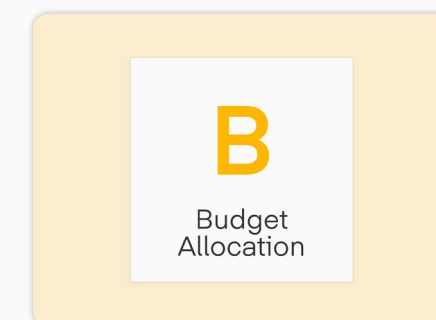
Within the platform, you will see a real-time snapshot of key campaign health metrics, including your forecasted spend. As you navigate from advertiser to campaign to ad group levels, the view will change to show you metrics that support the decisions you usually make at that level. These metrics update in real time as you make changes to help you predict their impact before you set them live.

Relevance is another key metric you'll see in the real-time snapshot. The platform uses your seed (consisting of conversion data or the closest available proxy) as the signal for which type of people are most valuable to your campaign. It then calculates relevance, which quantifies how similar your seed is to the people you're expected to reach with your current targeting. If the platform shows a low relevance score for your campaign, you can make changes to your audience or inventory strategies and see the impact of those changes in real time.

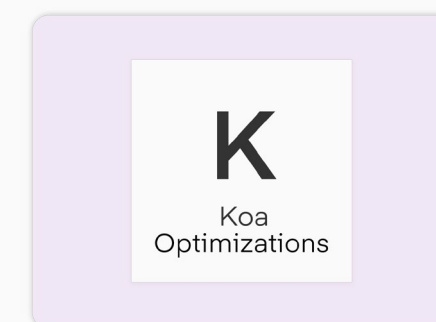
AI within the platform will offer specific guidance and recommendations that appear alongside your setup decisions. For example, when you set your base bid and max bid, AI-powered guidance will surface to show you how other similarly targeted ad groups are bidding across the platform. These insights can help you set competitive bids from the start, without the need to guess and check.

2. New ways to control and activate your AI co-pilot

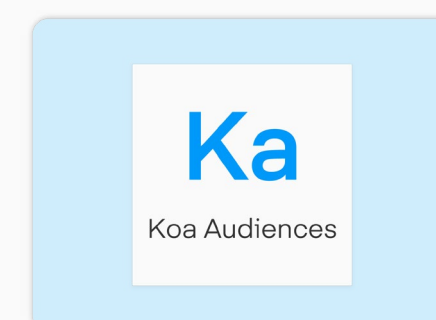
You are always in control of your campaigns, and we encourage you to use the available inputs to express your strategy and preferences in the platform. You can decide which decisions to control yourself, and which you want to delegate to your AI co-pilot.



In the Budget Allocation tile [B], you can specify budget rules or choose an automated and value-driven budget strategy. When you select the value-driven option, the platform AI can help you manage your allocations, monitor the performance and relevance of your ad groups, and automatically reallocate budgets among your ad groups to help increase value for your campaign. This is a way to simplify a key part of your campaign management workflow.



Bid factors are valuable inputs you can use to express your strategy in the platform, and we encourage you to apply your own bid factors on as many dimensions as possible. Your bid factors help our AI prioritize the kind of impressions you value most, by either increasing volume or increasing bids. You can use the Koa Optimizations tile [K] to review and decide where you want to activate AI optimizations instead. When you turn on Koa Optimizations [K] for a dimension, you can review a log of any changes the platform makes to your campaign.



When you create audiences, you can use relevance and value scores to choose from the hundreds of thousands of segments available in the Data Marketplace [Dm]. No one has time to monitor the performance and relevance of every individual segment over the flight of a campaign — but that's a fitting job for your AI co-pilot. When you use Koa Audiences [Ka], you enable the platform to actively optimize your audience targeting by removing segments that are less relevant or that may not perform as well, and add segments that can help deliver more value.

3. Value-based buying, powered by AI

The most important application of AI within programmatic advertising is for real-time decisioning. Your campaigns running on our platform evaluate up to 15 million ad opportunities per second, deciding whether to bid and if so, how much. These decisions require the platform to consider potential tradeoffs among pacing, performance, quality, and more. All at once, and in a fraction of a second.

With Kokai, our platform AI considers each impression opportunity individually and calculates its value to your specific campaign. In this context, “value” is the sum of many AI calculations that we have distributed across the platform, including KPI prediction, relevance, your bid factors, inventory quality, and more.

While the platform will always stay within the constraints of your max bid, rails, and other campaign parameters, these AI enhancements allow it to bid differently based on value. At times, AI will identify high-value impressions and bid slightly higher, and in other cases, lower when it recognizes that you can get the same or even more value at a lower bid.

Value-based buying in programmatic advertising is important because a campaign will often see thousands of impression opportunities at once that each meet the advertiser’s minimum criteria based on audience, geo, inventory, and other rails. They all qualify, and the campaign could buy any one of the impressions, but making the right choice is paramount. With Kokai, the platform effectively stack ranks qualifying impressions to help you buy the one that represents the best value for your campaign.



While our platform’s AI makes calculations and decisions in mere milliseconds, you are still in the driver’s seat. Your campaign’s seed will power relevance calculations throughout the platform, which is why we encourage you to use conversion data (or the closest available proxy) to create your seed during campaign setup. Your bid factors will tell the platform where to bid more or bid less, and your goals will steer the platform’s KPI predictions and optimizations.

Your AI co-pilot in The Trade Desk platform has never been more powerful, but you’re still the one in control.

Lean into enhanced campaign measurement



Modern marketers are responsible for connecting their digital media investments to business outcomes. So far, they've had to rely on proxy metrics like website clicks and views to understand impact, but today's leading marketers are doing things a little differently — leaning into the measurement metrics that drive better results.

With Kokai, our platform upgrade, it's never been easier to turn on better measurement strategies that keep pace with today's media landscape. Go deeper into how you can use the new Programmatic Table to help connect your omnichannel campaigns to actual business outcomes — like brand lift, relevant reach, and online and in-store sales.

Learn the 3 ways you can make the most of your measurement strategy with Kokai.

STEP 1

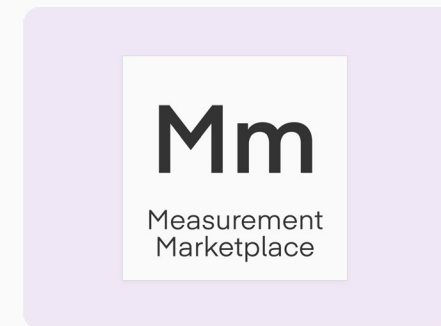
Activate your ideal measurement strategy more easily.

Our platform includes third-party solutions as well as our own measurement products, providing plenty of choice at every stage of the marketing funnel. The Programmatic Table makes it easier to navigate all options and hone in on the right solutions for the strongest data-enabled measurement strategies.



KOKAI ENHANCEMENT

The Measurement Marketplace tile [Mm] is a true one-stop shop for building and managing your measurement strategy. View your options by category, filter by region, and request access to retail and third-party measurement data directly from the interface.



Everything you need to measure your campaign's outcomes is centralized and actionable from the Measurement Marketplace tile [Mm]. Here, you can see the solutions you have applied to previous campaigns and explore new options. Our UI helps you make campaign decisions quickly by surfacing the most relevant solutions and filtering partners by regional availability. When you are ready, follow the [guided workflows](#) to quickly launch brand lift surveys, set up Inferred Brand Intent studies, or request access to new measurement partners.



The Shopper Marketing tile [Sh] provides a tailored retail data activation experience. This area centralizes retail audiences and measurement in one convenient place. You can discover the most relevant segments from retail data providers and access sales data to help you connect media spend to customer behavior.

STEP 2

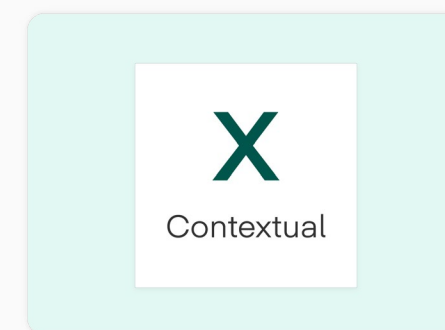
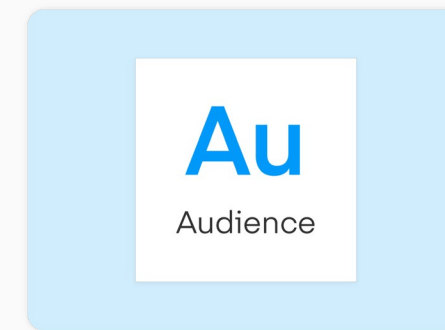
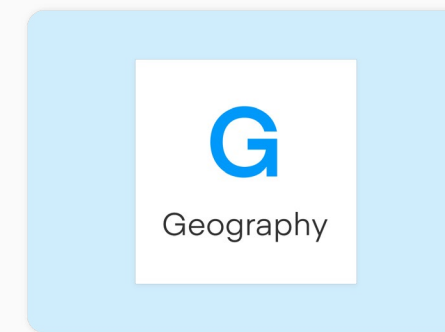
Get answers faster with in-platform reporting and real-time downloads.

We've revamped reporting across our platform to deliver performance insights from our most popular reports when you need them. You no longer have to dig around for the right report — the information is now easy to locate and ready to access immediately.



KOKAI ENHANCEMENT

It's now easier to find the performance data you need. Within each tile you can see top-line data, guidance for interpreting it, and the option to download reports instantly.



There are two ways to get reporting on demand:

1. Top-line data is highlighted within the Geography [G], Audiences [Au], and Contextual [X] tiles, among others, so you can gain insights at a glance.
2. For complete insights, simply click the “Download Report” button, where applicable, and your report will be ready within seconds.

Downloaded reports typically include two standard lookback windows: seven and 30 days of aggregated data, which is refreshed daily. Formatted as Excel spreadsheets, downloaded reports include more data cuts than are shown in the UI, which enables users to conduct additional analysis. For example, when you download Device Details [Dd], the report includes additional details for mobile, including device family and ad platform for the last 7 days and 30 days. Other downloadable reports, such as those within the Ad Formats [Af] and Creative [Cre] tiles, have extra columns of data, so it's easier to join them to create new insights.

STEP 3

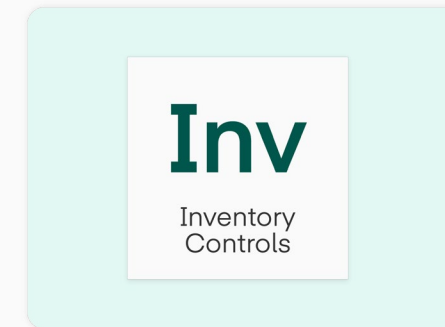
New metrics to help you get more value from your media

The revamped platform introduces innovative new metrics that take you beyond basic reach, frequency, and proxy metrics to help you get more value from your media. Our [TV Quality Index](#) (TVQI) and [Quality Reach Index](#) (QRI) are two solutions for better upper-funnel insights, while our [Retail Sales Index](#) (RSI) can help brands measure lower-funnel sales.

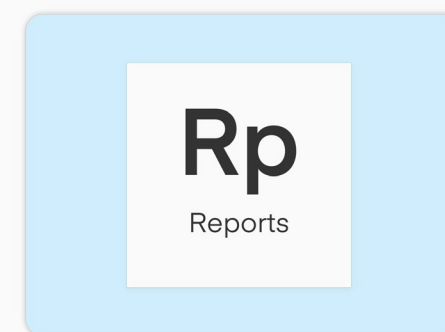


KOKAI ENHANCEMENT

Take advantage of Kokai's proprietary measurement tools to help answer crucial campaign-related questions, make better planning decisions, and prove the impact of your media investments.



Within the Inventory Controls tile [Inv], you can find the TVQI, a new metric that quantifies the performance of Connected TV market types — extremely valuable information for a media channel in which traditional metrics, like clicks, may not be applicable. With these insights, you can adjust quality controls to work toward improving TV performance and shape your budget accordingly.



The Reporting tile [Rp] is the most direct way to access the QRI. QRI helps you understand the relevance of your targeting strategies by comparing how well they match your most valuable customers (or seed audience) to the broader population. Relevance can help you grade your tactics and targeting variables against past converters, giving you ample learnings to apply to future campaigns.

The RSI, accessible through the Shopper Marketing tile [Sh], is part of our suite of retail data solutions. This innovative metric aggregates sales data from various retailers, giving you a comprehensive view of revenue and ROAS for the entire campaign. It also provides insights into audience segmentation and conversion points (both online and offline), enabling a deeper understanding of your marketing impact across different media channels and touchpoints. RSI reporting is available as added value on campaigns that leverage audience segments from participating retailers.



We know how important it is for you to demonstrate the impact of your digital campaigns on business goals. That's why we've evolved reporting and measurement capabilities in our platform.

Now you have more opportunities to extract intelligence from campaigns through in-platform insights, instant downloads, and a suite of new metrics. Intuitive navigation surfaces your options in one place and makes activating new partners a breeze. This way, you can feel better equipped to connect your spending to real-world outcomes, optimize campaigns in-flight, and inform future investment strategies.

CASE STUDY

When McDonald's Germany launched a new menu, it needed a smarter way to raise awareness and drive measurable sales. TVQI was a strong component, helping to drive a 44% improvement in the campaign's conversation rate.

[Learn more](#)

CASE STUDY

Wireless carrier UScellular wanted to evolve its over-the-top media strategy to reach more local audiences during premium programming. They implemented an omnichannel campaign leveraging TVQI to lower the cost per acquisition by 24%.

[Learn more](#)

Summary

While the Kokai UI may be new to you, it's likely you've already interacted with many of its key features. You've already used many of the core elements if you've uploaded first-party data to activate against audience segments, purchased premium inventory via Open Path connections, or utilized the TV Quality Index to measure the quality of impressions you've purchased on CTV. There are many solutions that will allow traders to activate new possibilities on the platform.

To learn more about all of the capabilities available to you through Kokai, check out a collection of articles and insights on [The Resource Desk](#). Tutorials and additional educational material is available on the [Kokai Workflow Guide](#) (Only accessible to current users of The Trade Desk).

Not yet a client with The Trade Desk? [Contact us](#) today to step into the future of media buying.

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