

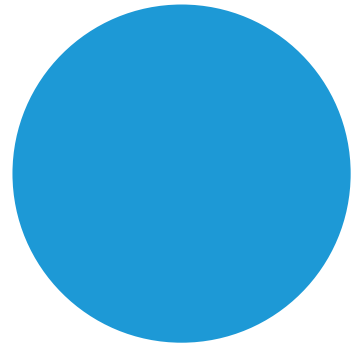
THE TRADE DESK

# Brand Styleguide

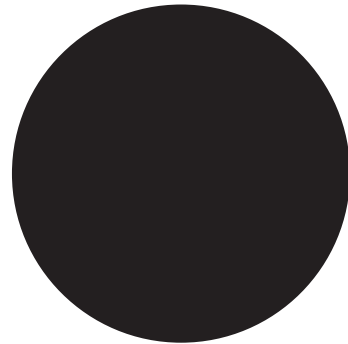
 theTradeDesk®

03.15.16

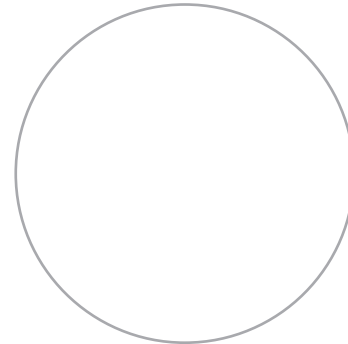
BRAND COLORS



The Trade Desk Blue  
- CMYK: 75/25/0/0  
- RGB: 29/154/214  
- HEX: 1d9ad6  
- Pantone: 2925C

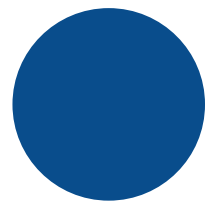


Black  
- CMYK: 0/0/0/100  
- RGB: 0/0/0  
- HEX: 000  
- Pantone: Neutral Black C

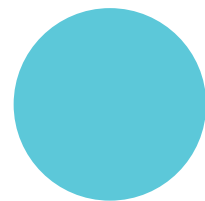


White  
- CMYK: 0/0/0/0  
- RGB: 255/255/255  
- HEX: fff

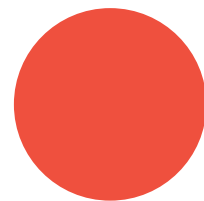
SECONDARY COLORS



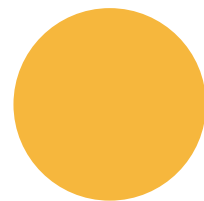
Cobalt  
- CMYK: 100/77/16/3  
- RGB: 8/78/142  
- HEX: 084e8e  
- Pantone: 7687C



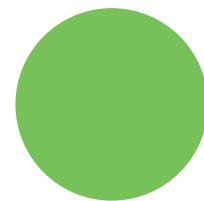
Acqua  
CMYK: 57/0/15/0  
- RGB: 92/299/217  
- HEX: 5cc8d9  
- Pantone: 3105C



Peach  
CMYK: 0/84/79/0  
- RGB: 240/80/63  
- HEX: f0503f  
- Pantone: 7417C

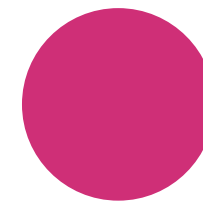


Mustard  
CMYK: 3/30/88/0  
- RGB: 246/183/61  
- HEX: f6b73d  
- Pantone: 143C

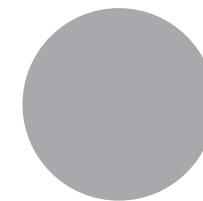


Grass  
CMYK: 57/0/87/0  
- RGB: 119/194/88  
- HEX: 77c258  
- Pantone: 360C

TERTIARY COLOR

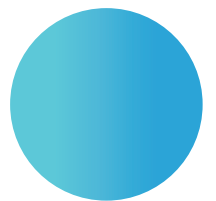


Berry  
CMYK: 15/95/25/0  
- RGB: 208/47/119  
- HEX: d02f77  
- Pantone: 7425C



Grey  
CMYK: 36/28/27/0  
- RGB: 167/169/172  
- HEX: a7a9ac  
- Pantone: Cool Gray 6C

GRADIENT



# PROXIMA NOVA

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Berit es estis est hit moditem quia volenemquam hic torum labo. Ecto velibusandis doluptam, optate nobitas eatentia arum libus, ut ant verorita cum et in coreriaepre voluptatur rem ea se evendesed molor solutatus, ipicipsam ilitae mos dioria earum nonsed ut facienimped es dis reperro ex eum solest voluptatet fugit autecabo. Nequam, tem que cuptatem alibus, erferfersped utatquid moluptibus.

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abcdefghijklmnopqrstuvwxy z

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Use of black and white photography—authentic, powerful and emotive. Reinforcing the human experience.



Use of slightly faded color block on image, either in gradient or TTD Blue



HOW TO USE THE TTD LOGO



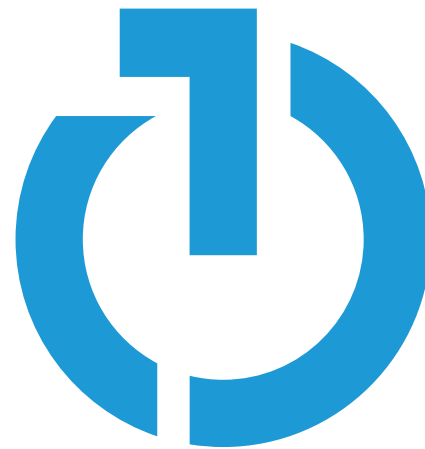
4-color 75, 25, 0, 0  
Pantone 2925C



Black (1-color)



White knock-out



The Trade Desk  
"Mark"  
Pantone 2925C

HOW **NOT** TO USE THE TTD LOGO



Reverse colors on "Mark".



Change color logo beyond the 3 options to the left.



Remove registration mark.



Use in front of busy background

# theTradeDesk® | ICONOGRAPHY


Use of flat, minimalist-style vector icons in sales and product marketing materials. Designed to communicate to a broad audience using universally understood visuals in our friendly, approachable palette.



Examples of product marketing 1-sheets, case studies, and marketing collateral.

## Automate your process to **MAXIMIZE PERFORMANCE**

by building your DSP solution with a technology that scales



Whether you're jumping into real-time bidding for the first time, or looking to become more competitive in the market, Enterprise™ The Trade Desk's API, has everything you need to build a completely customized omnichannel solution.

**BEFORE YOU BUILD**

There is a lot to consider when selecting the best API solution for your company. You're tasked with building a profitable system or feature that will meet client needs — the livelihood of your business. This requires reliable technology that provides you with access to millions of impressions, while minimizing carrying costs for your organization. Taking a closer look at these keys to success, here are some considerations when selecting your API provider.

- **Scale:** How many impressions do I need to see?
- **Technology:** What do I need to compete in the market?
- **Cost:** How do I reduce costs and return a profit?

**SCALE**

>> **How many impressions do I need to see?**

Your platform's effectiveness and efficiency will largely depend on the amount of impressions it can evaluate per second, measured in queries per second (QPS). A higher QPS gives you more visibility into what impressions are available, enabling you to bid on the most valuable impression.

>> **Scale with Enterprise™**

Access 100% of our market-leading 3M QPS. Unlike other solutions in the market that limit, or "throttle down," the number of impressions you can evaluate, we give you access to every impression we see. This gives you complete control over the decisioning that drives success.

**TECHNOLOGY**


>> **What do I need to compete in the market?**

There's no better way to remain competitive in today's innovative market than to work with the company that offers the best and most reliable technology supported by a regularly updated feature set and superior bid evaluation tools. This strong foundation keeps you in control of every buy with the ability to accurately determine the value of each and every impression before you bid.

>> **Enterprise™ Technology**

Companies who partner with The Trade Desk to build an entire platform, or single feature, can be confident their system will be supported by the most advanced omnichannel features in the market. The Trade Desk's engineering team ships new features weekly, and features available to API clients are first tested in The Trade Desk UI to ensure quality.


Enterprise is the only API solution that offers revolutionary bid factoring tools. Numerous targeting variables, such as time-of-day, temperature, supply source, and ad format, combined with its bid factoring multiplication methodology, gives Enterprise clients the expressiveness to bid at the impression-level enabling unprecedented campaign performance.



thetradedesk.com | enterprise@thetradedesk.com

continued on back...

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## Produce the most skilled and knowledgeable media buyers in the advertising industry with **THE TRADING ACADEMY**




**DELIVERY AND FORMAT**

- eLearning video courses in The Trade Desk's Learning Management System
- Programmatic Certification Course: 15 required coursework hours conducted over a 90-day period

**LEARNING KPIS**

- **Proficiency:** When prompted, participants are able to connect facts and concepts from course material to their own role in the industry and company.
- **Synthesis:** Participants are able to connect the course materials to more sophisticated and completed information in their own daily work product
- **Contribution:** Participant ramps to become a contributing member of the programmatic team more rapidly as a result of their Trading Academy training.

**TESTING METHOD AND CERTIFICATION**

- Online testing, including section review quizzes, midterm and final certification exam (100 total certification questions)
- Certificate of completion after passing final exam

*The program has helped me tremendously in my day to day. I started in July with zero knowledge about programmatic. This program has helped me to raise my level of understanding of programmatic to a point where I can contribute to conversations and brainstorming about campaigns, optimization, etc.*

- TTD Client

*What I have gotten through so far has been great. I want to be able to add additional people.*

- TTD Client

thetradedesk.com/academy | academy@thetradedesk.com


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## CASE STUDY

**Client**  
Global Hotel Brand

**Methods**  
Real-time Bidding  
Behavioral Targeting  
Video Advertising



Global hotel chain implements Real-Time Bidding (RTB) strategy on The Trade Desk platform and gains increased site traffic and lifted brand awareness over six months.

**THE BRIEF**

A Global Hotel brand and their media agency buyers partnered with The Trade Desk (TTD) to raise brand awareness by driving unique site visitors to its Tumblr page, where their video ads were placed.

**THE APPROACH**

Three strategies were deployed to drive unique Tumblr page visits – real-time media buying, behavioral targeting, and omnichannel targeting.

- **Real-time buying (RTB) technology** gave agency buyers the power to bid the right price for their target while maintaining scale with access to multiple supply vendors.
- **Behavioral targeting** enabled media buyers to reach users in-market for family and leisure travel based on the users' online search habits and activities.
- **Omnichannel targeting** combined the reach of display with the branding power of video to drive performance and brand lift.

**THE RESULTS**

- The buyers achieved a 280% lift in brand awareness by delivering immersive video ads timed to reach users in the process of making travel plans over the six-month campaign flight.
- RTB buys led to 45% increase in landing page visits when compared to direct-buys.

The client's brand lift survey revealed that users exposed to the campaign were 10x more likely to choose the hotel among their top preferred brands.

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