


# theTradeDesk<sup>®</sup> Fact Sheet

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Founded in 2009, The Trade Desk is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize more expressive data-driven digital advertising 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 platform.

## LEADERSHIP TEAM



**Jeff Green**  
Chief Executive  
Officer, Founder



**Dave Pickles**  
Chief Technology  
Officer, Founder



**Mark Kirschner**  
Chief Marketing  
Officer



**Rob Perdue**  
Chief Operating  
Officer



**Paul Ross**  
Chief Financial  
Officer



**Brian Stempeck**  
Chief Client  
Officer



**Vivian Yang**  
Chief Legal Officer

## EMPLOYEES

400+ worldwide

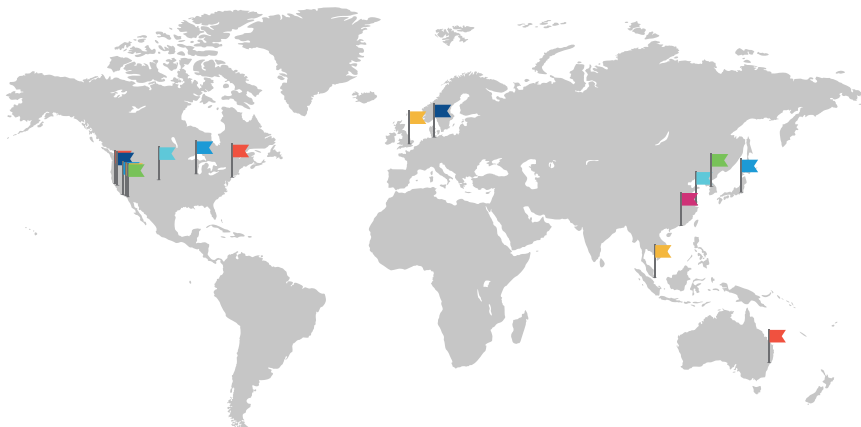
## OFFICES

Ventura, CA  
(Headquarters)  
Aliso Viejo, CA  
Los Angeles, CA  
San Francisco, CA

San Jose, CA  
Boulder, CO  
Chicago, IL  
New York, NY

London  
Hamburg  
Singapore  
Hong Kong

Shanghai  
Seoul  
Tokyo  
Sydney



## FINANCE

**Profitability** Since 2013  
**Revenue** \$114M in FY15,  
up 156% over FY14  
**Net Income** \$16M in FY15

## BOARD OF DIRECTORS

**Jeff Green**, CEO and Founder  
**Roger Ehrenberg**, Founder & Managing  
Partner, IA Ventures  
**Thomas Falk**, CEO, Evaluate Group  
**Kate Falberg**, Board Member  
and Investor  
**Eric Paley**, Managing Partner,  
Founder Collective  
**Rob Perdue**, COO  
**Juan Villalonga**, Partner,  
Hermes Growth Partners  
**David Wells**, CFO, Netflix

## KEY INVESTORS

Hermes Growth Partners,  
Founder Collective, IA Ventures,  
Ron Conway and Wider Wake Networks

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

Blast PR for The Trade Desk



## 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



### 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



**The Trade Desk's Enterprise™ APIs** enable agencies and Enterprise™ clients to build on top of the platform, customizing it to their needs and accessing The Trade Desk's Marketplace offering:

- 27 Display Inventory Partners
- 24 Mobile Inventory Partners
- 17 Video Inventory Partners
- 1600+ Private Marketplace Contracts
- 62 Third Party Desktop Data Partners
- 23 Third Party Mobile Data Partners
- 4 Third Party Cross Device Data Partners

## CLIENTS

The Trade Desk's clients span from agency trading desks and sophisticated buyers, to ad networks offering new services in RTB, to data owners looking to leverage information. Clients benefit from a full breadth of resources and support, including a proprietary learning curriculum, The Trading Academy. Through The Trade Desk's global MSAs, it has achieved more than 95% client retention.

## COMPANY CULTURE

The Trade Desk emphasizes an innovative, energetic and collaborative environment for its global team. Its employees embody this through displaying grit, tenacity, collaboration and forward thinking.

## AWARDS

- **#7** on *Entrepreneur's* Top Company Cultures - Best Among Large Companies in 2015
- **#7** on Deloitte's Fast 500 in 2015
- **#9** on America's Most Promising Companies 2015 by *Forbes*
- **#9** Best Places to Work in America by *Outside Magazine* in 2015
- **#31** for Diversity, **#66** for Millennials, **#72** for Women from Great Places to Work in 2015
- **#34** on the *Inc.* 5000 list in 2015
- **#44** on *Crain's* Best Places to Work in NYC in 2014 and 2015

## PHILANTHROPY

Strategic corporate giving partners to



*"This is a platform that can be tailored to meet the needs of power users and newcomers alike."*

-The Forrester Wave™: Demand-Side Platforms, Q2 2015

*"Up until about a year ago we had 50+ partners in the demand space. We have brought that list down to around a dozen true preferred partners and The Trade Desk is definitely on that list."*

-Steve Katelman, EVP Global Strategic Partnerships, Omnicom Media Group

*"The Trade Desk has a tremendous ace up its sleeve with its suite of APIs that allow agencies and service providers to build and control their own algorithms and analytics. Its Enterprise™ solution is a clear leader in the market and The Trade Desk is among the strongest candidates to win the advertising automation race."*

-Jay Friedman, COO, Goodway Group

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