

theTradeDesk[®] Fact Sheet

Leadership team



Jeff Green
Chairman, CEO,
and Founder



Dave Pickles
CTO, Founder,
and Director



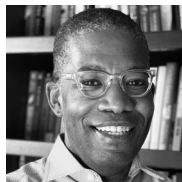
Tim Sims
Chief Revenue
Officer



Laura Schenkein
Chief Financial
Officer



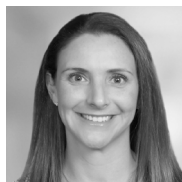
Naseem Tuffaha
Chief Growth
Officer



Jay Grant
Chief Legal
Officer



Ian Colley
EVP and Chief
Marketing Officer



**Samantha
Jacobson**
EVP and Chief
Strategy Officer



Jed Dederick
EVP and Chief
Client Officer

We're changing the way global brands and their agencies advertise to audiences around the world. Our mission is to transform media for the benefit of humankind by helping brands deliver a more insightful and relevant ad experience to consumers — and setting a new standard for global reach, accuracy, and transparency.

Our cloud-based, data-driven platform helps our clients reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. And our Enterprise APIs let advertisers customize our software to meet their needs.

Board of directors

Jeff Green, Chairman, CEO, and Founder

Lise Buyer, Founder and Managing Partner,
Class V Group

Andy Cunningham, President, Cunningham Collective

Kate Falberg, Board Member and Investor

Eric Paley, Managing Partner, Founder Collective

Dave Pickles, CTO, Founder, and Director

Gokul Rajaram, Caviar Lead, DoorDash

David Wells, Board Member and Advisor

Financials

Revenue: \$1.58B in FY22,
up 32% over FY21

Net income: \$522M in FY22,
up 14% from FY21

Offices

Ventura (HQ)
Bellevue
Boulder
Chicago
Denver
Detroit
Hamburg
Hong Kong
Irvine
Jakarta
London
Los Angeles
Madrid

Melbourne
New York City
Paris
San Francisco
San Jose
Seattle
Seoul
Shanghai
Singapore
Sydney
Taipei
Tokyo
Toronto

Employees

2,700+ worldwide

Contact us

thetradedesk.com
info@thetradedesk.com



Clients

We help advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. Our clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time bidding.

We provide a wide scope of resources and support to empower our clients, including a comprehensive e-learning curriculum covering introductory to advanced topics in programmatic advertising. Our commitment to client success is at the heart of everything we do — proven by our more than 95 percent client retention rate for the past eight years.

Company culture

We're uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That's why we're proud to be recognized year after year as one of the best places to work by numerous organizations and media outlets.

Awards and industry accolades

- Leader, Quadrant SPARK Matrix™ *Ad Tech Platform* report, 2022 and 2023
- Gartner® Peer Insights™ Customers' Choice for Ad Tech, 2022 and 2020
- Stevie Awards for Customer Service Success, 2023
- *Business Insider* Rising Stars of Adtech, 2023
- *Business Insider* Hottest Adtech Companies, 2022
- BIG Innovation Award for Technology Product, 2022
- Top Women in Media and Ad Tech, 2022 and 2023
- Sales and Marketing Technology Awards, Top Product of the Year, 2022
- Leader, Gartner Magic Quadrant for Ad Tech, 2021 (third year in a row)
- #1 in Campaign Piloting, Gartner *Critical Capabilities* report, 2021
- #1 in Media Plan Creation, Gartner *Critical Capabilities* report, 2021
- #1 in Campaign Result Analysis, Gartner *Critical Capabilities* report, 2021
- *Forbes* 2022 Global 2000 list
- *Fortune's* Future 50 list
- *Fortune's* 100 Fastest-Growing Companies of 2021
- *Fortune's* 100 Best Medium Workplaces (five years in a row)
- *Fortune's* Best Workplaces in New York (four years in a row)
- Built In's 100 Best Large Companies to Work For
- Stevie Award for Great Employers, 2022
- Top 100 Software Companies of 2021
- Great Places to Work's Best Medium Workplaces in the U.K., 2020
- Great Places to Work's Best Workplaces in Hong Kong, 2020
- Great Places to Work's Best Workplaces in Asia, 2020
- Great Places to Work's Best Workplaces in Greater China, 2019
- Crain's Best Places to Work, NYC (nine years in a row)
- Best TV/Streaming Ad Sales Product of the Year, Digiday Video and TV Awards, 2023
- *Adweek* Readers' Choice: Best of Tech
- Campaign's Digital Media Awards – Best Use of Data, South China Morning Post (SCMP) and The Trade Desk (Hong Kong)
- Best B2B Campaign, MediaPost OMMA Awards, 2020
- Best Overall Technology for Programmatic Trading, U.S., The Drum Digital Advertising Awards
- Best Overall AdTech Solution, MarTech Breakthrough Awards
- Best New Product or Service: Buy Side, ExchangeWire
- Grand Prix Award, ExchangeWire
- Marketing Technology Company of the Year, B&T Awards in Australia, 2020

Philanthropy

Strategic corporate giving partners to  water.org*



Product portfolio



Demand-side platform

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



Koa™

Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently



Planner

Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start



Data management platform

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation



Publisher management platform

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third-party deal library



Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market