

theTradeDesk[®] Fact Sheet

Leadership Team



Jeff Green
Chairman, CEO
& Founder



Dave Pickles
CTO, Founder
& Director



Tim Sims
Chief Revenue
Officer



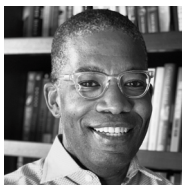
Blake Grayson
Chief Financial
Officer



Vina Leite
Chief People
Officer



Susan Vobejda
Chief Marketing
Officer



Jay Grant
Chief Legal
Officer



Michelle Hulst
Chief Operations
Officer

The Trade Desk is 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 customers reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. And our Enterprise APIs lets advertisers customize our software to meet their needs.

Board of directors

Jeff Green, Chairman, CEO, & Founder

Lise Buyer, Founder & Managing Partner, Class V Group

Kate Falberg, Board Member and Investor

Thomas Falk, CEO, Evaluate Group

Eric Paley, Managing Partner, Founder Collective

Dave Pickles, CTO, Co-Founder & Director

Gokul Rajaram, Caviar Lead, DoorDash

David Wells, Board Member and Advisor

Financials

Revenue \$836MM in
FY20, up 26% over FY19

Net Income \$242.3MM in
FY20, up 123% over FY19

Offices

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

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

Employees

1,500+ worldwide

Contact Us

thetradedesk.com
info@thetradedesk.com



Clients

The Trade Desk helps advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. 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 eLearning curriculum covering introductory to advanced topics in programmatic advertising. And our commitment to client success is at the heart of everything we do -- with more than 95 percent client retention that previous six 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, Gartner Magic Quadrant for Ad Tech, 2020 (second year in a row)
- Gartner Peer Insights Customers' Choice for Ad Tech, 2020
- #1 in Campaign Setup, Gartner Critical Capabilities 2020 report
- #1 in Campaign Piloting, Gartner Critical Capabilities 2020 report
- #2 in Media Plan Creation, Gartner Critical Capabilities 2020 report
- #3 in Campaign Result Analysis, Gartner Critical Capabilities 2020 report
- Fortune's 100 Best Medium Workplaces, four years in a row
- Fortune's Best Workplaces in New York, three years in a row
- 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 Workplace in Asia, 2020
- Great Places to Work's Best Workplaces in Greater China, 2019
- Crain's Best Places to Work, NYC
- MediaPost OMMA Awards 2020, Best B2B Campaign
- Best Overall Technology for Programmatic Trading – The Drum Digital Advertising Awards (U.S.)
- 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 at the B&T 2020 Awards in Australia

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

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