

# theTradeDesk<sup>®</sup> Fact Sheet

 [www.TheTradeDesk.com](http://www.TheTradeDesk.com)

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The Trade Desk is a technology company that empowers buyers of advertising. Since 2009, our self-service platform has helped marketers plan, forecast, and purchase digital media more easily and effectively. We give ad buyers the data-driven insights they need to target the right audiences across every device, channel, and ad format — including display, video, audio, native, social, and Connected TV. Our integrations with major data, inventory, and publisher partners ensure maximum reach. And our Enterprise APIs let you customize our software to meet your needs.

## LEADERSHIP TEAM



**Jeff Green**  
Chairman, CEO  
& Founder



**Dave Pickles**  
Chief Technology  
Officer & Founder



**Brian Stempeck**  
Chief Strategy  
Officer & Director



**Vina Leite**  
Chief People  
Officer



**Paul Ross**  
Chief Financial  
Officer



**Susan Vobejda**  
Chief Marketing  
Officer



**Vivian Yang**  
Chief Legal Officer



**Shelley Zajic**  
Chief Talent  
Officer

## FINANCIALS

Revenue \$477MM in FY18, up 55% over FY17

Net Income \$88.1MM in FY18, up 74% over FY17

## BOARD OF DIRECTORS

**Jeff Green**, Chairman, CEO, & Founder

**Brian Stempeck**, Chief Strategy Officer & Director

**Lise Buyer**, Founder & Managing Partner,  
Class V Group

**Kate Falberg**, Board Member & Investor

**Thomas Falk**, CEO, Evaluate Group

**Eric Paley**, Managing Partner, Founder Collective

**Gokul Rajaram**, Caviar Lead, Square

**David Wells**, Board Member and Advisor

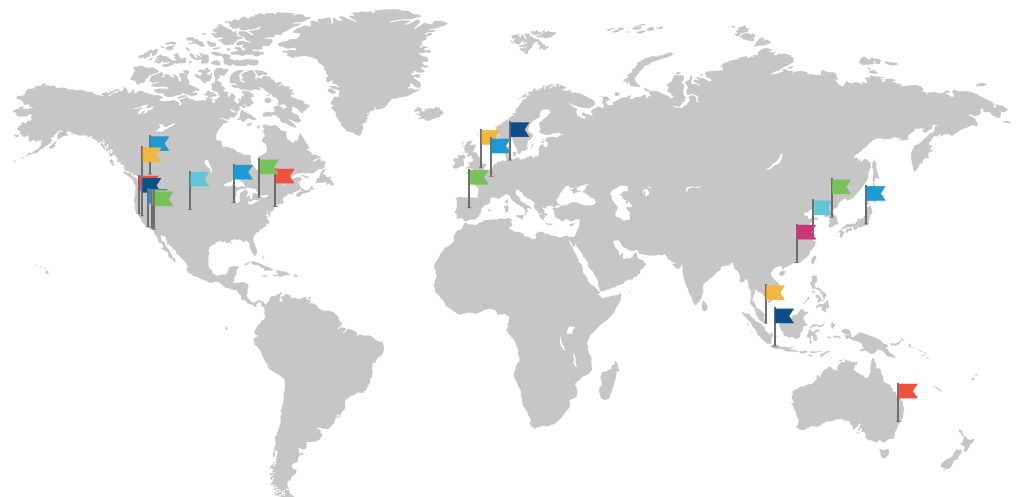
## EMPLOYEES

1000+ worldwide

## OFFICES

Ventura, CA (HQ)  
Aliso Viejo, CA  
Los Angeles  
San Francisco  
San Jose, CA  
Boulder, CO  
Denver  
Seattle  
Bellevue, WA  
Chicago  
New York City  
Toronto

Madrid  
London  
Paris  
Hamburg  
Singapore  
Jakarta, ID  
Hong Kong  
Shanghai  
Seoul  
Tokyo  
Sydney





## CLIENTS

The Trade Desk empowers advertisers around the world to create sophisticated, omnichannel advertising campaigns. We work with advertising agencies and trading desks, brands and marketers, and businesses using our APIs to build their own real-time bidding services. Our clients benefit from a full breadth of resources and support, including our proprietary learning curriculum, Trading Academy. We're committed to superior customer service, which is one reason we've achieved more than 95% client retention for 18 straight quarters.


## COMPANY CULTURE

At The Trade Desk, we maintain a strong culture and believe that serves as a long-term advantage in running our business. Characteristics like grit, humility, and collaboration drive that culture. We are proud to have been named one of the best places to work by multiple organizations and seek to maintain that strength to lead our future growth.

## AWARDS

- #2 on FORTUNE 100 Best Medium Workplaces in 2018
- #2 on Glassdoor's Best Software Companies to Work for in 2018
- #2 on FORTUNE Best Place to Work in Technology, in the small/medium company category
- Best DSP — ClickZ MarTech Awards 2019
- Best Marketing Automation Platform — Digiday Marketing and Advertising Awards Europe 2018
- Best Marketing Technology Solution 2018 (UK) — The Wires

## PHILANTHROPY

Strategic corporate giving partners to  water.org®

## 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 all your programmatic campaigns



### Data Management Platform (DMP)

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



### Koa™

Powerful artificial intelligence that enhances decisioning so advertisers 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



### 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