

Fact Sheet

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
- Gokul Rajaram**, Caviar Lead, DoorDash
- David Wells**, Board Member and Advisor

Financials

Revenue: \$1.95B in FY23, up 23% over FY22
Net income: \$628M in FY23, up 18% from FY22

Employees

3,000+ worldwide

Offices

- | | | | |
|--------------|-------------|---------------|------------------|
| Ventura (HQ) | Hamburg | Mumbai | Shanghai |
| Bangalore | Hong Kong | Munich | Shenzhen |
| Bellevue | Irvine | New Delhi | Singapore |
| Boston | Jakarta | New York City | Stockholm |
| Boulder | London | Paris | Sydney |
| Chicago | Los Angeles | San Francisco | Taipei |
| Denver | Madrid | San Jose | Tokyo |
| Detroit | Milan | Seattle | Toronto |
| Dubai | Melbourne | Seoul | Washington, D.C. |

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.

Leadership team



Jeff Green
Chairman, CEO,
and Founder



Tim Sims
Chief Commercial
Officer



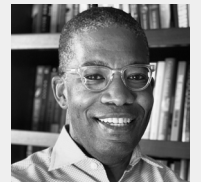
Jed Dederick
Chief Revenue
Officer



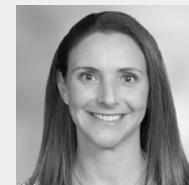
Laura Schenkein
Chief Financial
Officer



Ian Colley
Chief Marketing
Officer and EVP



Jay Grant
Chief Legal
Officer



Samantha Jacobson
Chief Strategy
Officer and EVP



Tahnill Davis
Chief Accounting
Officer and EVP

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 bestplaces to work by numerous organizations and media outlets.

Awards and industry accolades

- U.S. News and World Report Best Companies to Work for in Media, 2023-2024
- #5 WayUp Top 100 Intern Programs, 2023
- Fortune Best Workplaces in Technology, 2023
- Fortune Best Workplace for Millennials, 2023
- Great Place to Work Certification 2023: USA, CAN, UK, IT, DE, SP, FR, JP, TWN, HK, SG, CN, AUS
- Adweek 50, 2022 and 2023
- Quadrant Knowledge Solutions SPARK Matrix for Ad Tech - Technology Leader
- Digiday Video and TV Awards - Best TV/ Streaming Ad Sales Product of the Year
- Marketing Excellence Awards Singapore, 2023
- 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, 2020
- Fortune's 100 Fastest-Growing Companies of 2021
- Fortune's 100 Best Medium Workplaces (five years in a row)
- Stevie Award for Great Employers, 2022
- Top 100 Software Companies of 2021
- Best TV/Streaming Ad Sales Product of the Year, Digiday Video and TV Awards, 2023
- Adweek Readers' Choice: Best of Tech Awards, 2020
- 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

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

Philanthropy

Strategic corporate giving partners to



Media inquiries pr@thetradedesk.com

Contact us



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info@thetradedesk.com

