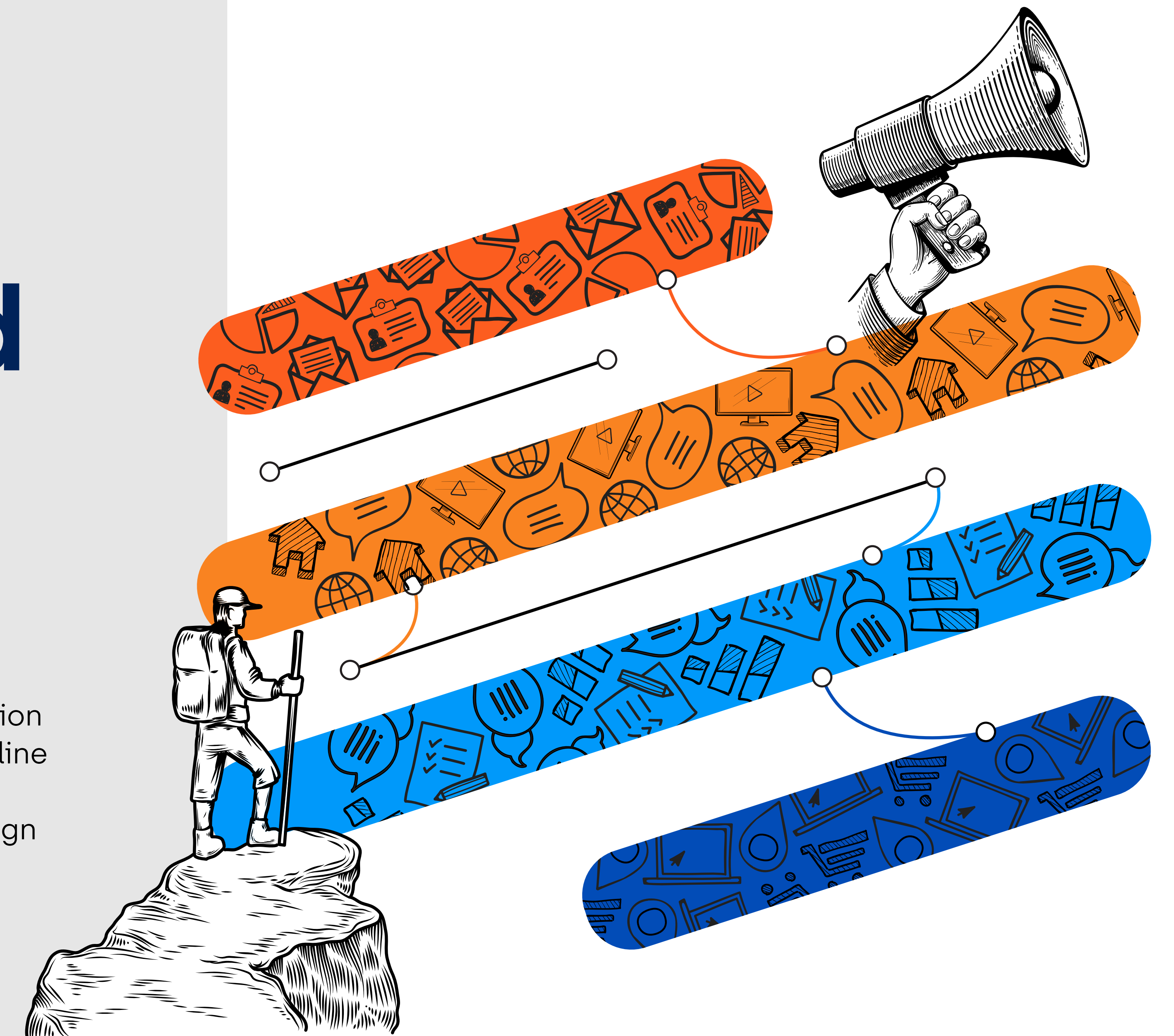




Decisioned Upfront Guide

To facilitate your decisioned upfront activation on The Trade Desk, we developed this timeline as a step-by-step guide to prepare for the launch of your Connected TV (CTV) campaign in 4 weeks.



PRE-LAUNCH PLANNING AND FORECASTING

STRATEGIC OPERATIONS RECOMMENDATIONS

TECHNICAL SETUP RECOMMENDATIONS

4 weeks

Request custom CTV forecast and insights from your account team at The Trade Desk.

These forecasts will provide you a model of your expected reach and frequency based on your budget, target audience, and included publishers.

3 weeks

Schedule a kickoff call with your team at The Trade Desk and your inventory partners.

2.5 weeks

Confirm the following key details with publishers and include your team from The Trade Desk:

- Campaign goal(s)
- Target audience(s)
- Flight dates
- Budget
- Inventory preferences
- Audience(s)
- Ad frequency

Create a shared tracker to help monitor pacing closely.

Share creative best practices and get ahead of key blockers:

1. Publisher creative specifications (details [here](#))
2. Common blockers (best practices [here](#))

SETTING UP YOUR CAMPAIGN

2 weeks

STRATEGIC OPERATIONS RECOMMENDATIONS

Request Deal IDs from your publisher partners and provide these to your buying teams.

12 days

Ensure your buying team is not blocked in any of the following activities:

- Uploading creatives
- Importing audiences
- Setting up deals

TECHNICAL SETUP RECOMMENDATIONS

Begin adding campaign elements into The Trade Desk platform:

1. Upload your creatives (upload process [here](#))
2. Import any [first party data](#) or custom audiences
3. Add your deals in The Trade Desk's inventory library

Ensure audiences and creatives are ready and approved:

1. Check that your primary and secondary audiences have active ID counts in the DMP
2. Ensure creatives meet publisher specifications and have been approved in platform

SETTING UP YOUR CAMPAIGN

1 week

STRATEGIC OPERATIONS RECOMMENDATIONS

Confirm the negotiated details align with your buying team's set up:

- Campaign goal(s)
- Target audience(s)
- Flight dates
- Budget
- Inventory preferences
- Audience(s)
- Ad frequency

4 days

Confirm with your buying team that the deals are live in the platform.

TECHNICAL SETUP RECOMMENDATIONS

Set up the final details in the platform:

1. Build your campaigns and ad groups
2. Enter relevant deals into The Trade Desk's [commitment manager](#), prioritizing spend towards your commitments

Run quality assurance checks:

1. Confirm everything aligns to negotiated terms
2. Confirm your publisher deals are sending avails/bid requests 24 to 48 hours before the start of the campaign. If you're not seeing available impressions, reach out to the publisher as soon as possible

PACING AND TROUBLESHOOTING

Post-launch

STRATEGIC OPERATIONS RECOMMENDATIONS

Check in on pacing as needed.

TECHNICAL SETUP RECOMMENDATIONS

Keep track of pacing and performance:

1. Check in on pacing weekly using shared trackers and The Trade Desk's commitment manager
2. Leverage troubleshooting tools in platform to help address pacing issues prioritizing spend towards your commitments

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