theTradeDesk®

Data Marketplace Guidebook

2025

Data Marketplace Guidebook

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Participating in The Trade Desk's data marketplace: What to expect

1. Partner in-take process

Contact Us
Let us know you're interested in a partnership through our [Contact Us](#) page.

Integration Feasibility Assessment
Review our [technical documentation](#) to help determine feasibility and what type of integration will be a best fit for your brand and partnership objectives.

2. Vetting and consultation

Data Supplier Vetting
After completing our [Data Partner Questionnaire](#), The Trade Desk will review responses and determine if the data offering is a good fit for our marketplace.

Integration Consultation
The Trade Desk will determine the best integration path based on desired outcomes of the partnership and may reach out with additional questions based on questionnaire input.

3. Contracting and legal agreements

Data Supplier Agreement
Discuss and align on commercial and legal components of the partnership. DSAs are required for partners looking to integrate directly with The Trade Desk; partners leveraging an onboarding service are not obligated to have direct terms with The Trade Desk.

Supporting Paperwork
Establish legal paperwork for audience support services, such as audience expansion or UID2 generation.

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Participating in The Trade Desk's data marketplace: What to expect

Build Your Taxonomy

Bring your curated audience taxonomy to the data marketplace via a direct API integration or leverage one of our onboarder partners.
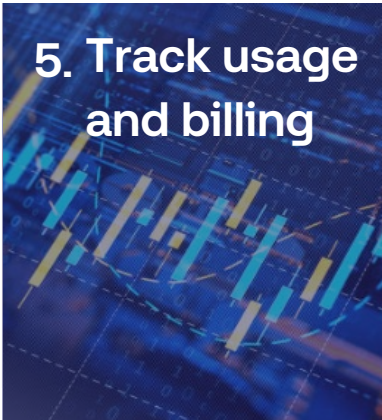
Pricing and Permission Strategy

Establish hybrid pricing strategy across audience taxonomy for data monetization. Establish who can access your data via custom rate cards and permissioning framework.

4. Build, price, and go live

5. Track usage and billing

Reporting

Leverage The Trade Desk's weekly audience reporting for insights into usage volume and buyer trends across active campaigns.

Billing

Monthly billing usage reports are available within 15 days of month end. The Trade Desk will compensate partners upon receipt of invoice (per contractual terms).

Global Data Partner Directory

The Trade Desk maintains an advertiser-facing Data Directory that allows data partners to showcase their audience offering, methodology, and more.

Partnership Announcements

Data marketplace updates announced in our internal newsletter, The Weekly Wave. It is a "must-read" for sales teams, so they always know the latest offerings.

6. Spread the word with sales enablement

Onboarding methods

Choosing the right integration for your business

Data providers can participate in The Trade Desk's data marketplace through either *Direct* integration or *Onboarders/Marketplace* integration

WHICH INTEGRATION IS RIGHT FOR YOUR DATA BRAND?

Direct integration	Onboarders/Marketplace integration
Build directly to The Trade Desk's third-party data APIs and manage your own taxonomy and rates	Leverage an onboarder/marketplace service to distribute your taxonomy to the marketplace
GENERAL CONSIDERATIONS	
• Provider has access to digital identifiers (UID2s, cookies, MAIDS, etc.) • Has technical resources to build and maintain an API integration • Has enough user scale/IDs to support high-volume, decisioned activations	• Data set is offline only and support will be needed to translate to digital formats • Provider does not have dedicated technical resources to build and maintain an API integration • Immediate customer demand for data with limited legal and/or technical resources
TECHNICAL CONSIDERATIONS	

• Building a direct integration with The Trade Desk for third-party audiences requires data providers to build to multiple APIs:
    • Data (controls user data)
    • Platform (building taxonomy & setting rates)
    • UID2 (ID integration as needed)
• Managing taxonomy and rates via APIs: Providers must organize data segments into a taxonomy
	• Onboarder/Marketplace partners build their own integration to The Trade Desk's APIs, removing the need for a data provider to do so.

LEGAL CONSIDERATIONS	
• A Data Supplier Agreement is required to build an integration and partnership with The Trade Desk. • If terms are not agreeable, partners have the option to work with an onboarder and operate off their papers with The Trade Desk.	• Onboarder/Marketplace partners generally have their own agreements with The Trade Desk that the data provider leveraging their service can participate in. • Connect with your onboarder partner to understand what is needed from the data provider to facilitate.

One-Pipe Rule

While The Trade Desk provides multiple integration pathways for data providers, we do limit the distribution of syndicated taxonomies to one onboarding method, or "pipe." For questions on this policy and to learn about exceptions, reach out to your partner manager.

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Data discovery & audience activation

The Trade Desk's data marketplace

The data marketplace is where advertisers go to quickly build audiences for targeting with high-value, high-relevance segments.

The Trade Desk surfaces segment details in addition to name and description and provides discoverability tools to help advertisers make the best selection.

Details include:
- Data provider
- Cost
- Active IDs
- Value score
- Relevance

Build Audience

In-market coffee shoppers

ADD DATA GROUP ⌄

Behavioral

Target audience details

Type Behavioral ⌄   Active IDs: 176,480,600   Segments: 4   ● Inclusion ⌄   ⋮

Individual Segments ⌄   🔍 coffee   ✕

Brand (1) ⌄   United States ⌄   Category (All) ⌄   More Filters ⟂↓   ⬇ ✎

Discoverability tools

Value Score ⓘ   0 10 20 30 40 50 60 70 80 90 100

	NAME	PROVIDER	COST	ESTIMATED COST	ACTIVE IDS	VALUE	RELEVANCE
☑	**Coffee** Interest > Food & Drink > Beverages > Non-Alcoholic > Coffee	Data Alliance	11% of media cost, $1.00 CPM max	$0.05 CPM fee	25.3MM	94	13x
☑	**Coffee** Data Alliance > Interest > Page Level > Food & Beverages > Beverages > Non-Alcoholic > Coffee	Data Alliance	20% of media cost, $2.00 CPM max	$0.09 CPM fee	117.7MM	93	12x
☑	**Coffee** Data Alliance > Interest > Page Level > Consumer Packaged Goods (CPG) > Food & Beverages > Grocery > Beverages > Non-Alcoholic > Coffee	Data Alliance	20% of media cost, $2.00 CPM max	$0.09 CPM fee	107.3MM	93	12x
☑	**Coffee** Data Alliance > CPG > Past Purchase > Coffee	Data Alliance	10% of media cost, $2.00 CPM max	$0.05 CPM fee	49.3MM	93	11x

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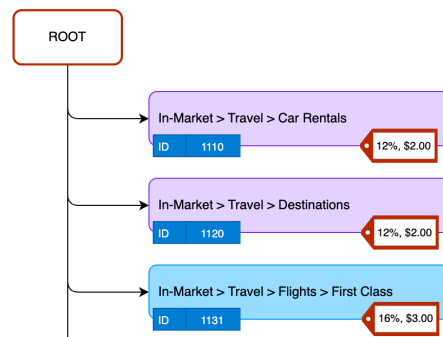## Fast Pass: same-day audience activation with The Trade Desk

The Trade Desk knows speed is critical when it comes to activating audiences. That's why we built Fast Pass for rapid data onboarding. Your audiences will appear in the platform within hours and can be activated on the same day.

Managing your taxonomy

Taxonomy Design

Structuring your data taxonomy is a key part of your integration. At this step, you will define which audiences will be available through your syndicated and custom offerings.

Flat taxonomy: The Trade Desk uses a flat taxonomy so that all segments are nested under a "ROOT" node or under a common "parent" segment. This structure supports segment-level pricing, for more efficient rate setting.

ROOT

In-Market > Travel > Car Rentals
ID 1110 — 12%, $2.00

In-Market > Travel > Destinations
ID 1120 — 12%, $2.00

In-Market > Travel > Flights > First Class
ID 1131 — 16%, $3.00

Segment Identification & Visibility

Organizing your data segments into a taxonomy in The Trade Desk Data Management Platform (DMP) is a key component of building your presence in marketplace. Help inform and align advertiser targeting strategies through detailed audience name and descriptions.

 Segments become visible for purchase in the data marketplace when:

- The segment name and description meet compliance policies.
- The segment has received user IDs.
- The buyable property of the segment is set to "true."
- The segment has an assigned rate specifying which buyers can see the segment.

User & Segment Management Best Practices

Get the most out of your segments with these best practices

- How long a user ID remains in a segment is defined by their Time to Live (TTL). Default is 90 days; maximum is 180 days.

- Refresh segments every 30 days to remain active in the data marketplace.

- Did a user opt out? Remove them from all segments using the user deletion end point.

- For more control over user expiration, simply reduce their TTL to 0 for a particular segment to remove them.
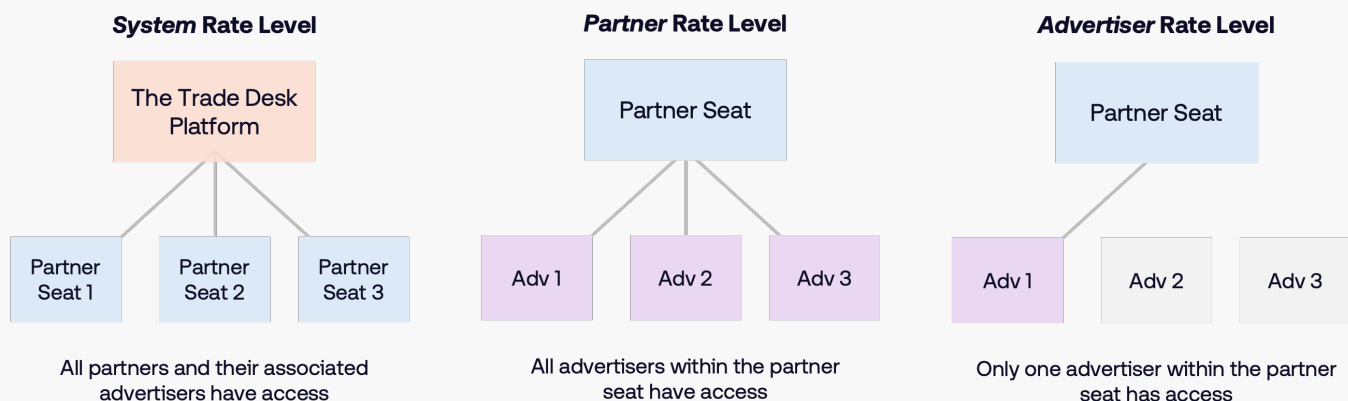
Questions? Find answers and more in our PARTNER PORTAL

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Managing rates

Tiered rate permissioning

In The Trade Desk's marketplace, data providers have the flexibility to structure rates as needed for each advertisers. Whether syndicated segments or custom segments, rates can be permissioned uniformly across the marketplace or customized at the partner or advertiser level.

- **System Rate Level:** Set standard rates for all buyers at the system level. System rate levels can be updated as frequently as once every 30 days.

- **Partner Rate Level:** Permission custom rates to specific buyers, such as agencies or brands, using the partner rate level. Custom rates can be updated without limitation.

- **Advertiser Rate Level:** To permission custom rates per advertiser, use advertiser rate levels.

System Rate Level

The Trade Desk Platform

Partner Seat 1 — Partner Seat 2 — Partner Seat 3

All partners and their associated advertisers have access

Partner Rate Level

Partner Seat

Adv 1 — Adv 2 — Adv 3

All advertisers within the partner seat have access

Advertiser Rate Level

Partner Seat

Adv 1 — Adv 2 — Adv 3

Only one advertiser within the partner seat has access

Segment level pricing

The Trade Desk provides data providers the ability to execute granular pricing strategies across a taxonomy. Our flat taxonomy design simplifies setting, updating, and analyzing the rates for each segment.

Segments dashboard

Your portal for managing your data on The Trade Desk

The Trade Desk's segments dashboard was built specifically for data providers. It complements existing data API functionality and enables partners to execute key workstreams independently, without external support.

Full visibility into processing workflows and marketplace availability, for more informed planning and closer coordination with advertiser partners.

Your Segments

GO TO RATE CHANGE REQUESTS

LEARN MORE ABOUT THIS DASHBOARD

Segments Data Updated: 19 minutes ago

Manage & create new price points

Identify which segments are available in market

2 Selected ⌄	Input New Rates						✕

		PROVIDER ID	PROVIDER ELEMENT ID	FULL PATH		BUYABLE ⓘ	PARENT ELEMENT ID ⓘ	NUMBER OF RATES	
⌄	☑	provider1	element-1	CPG > Category > Fruits		Yes	ABC123	1	⋮

BRAND NAME	BRAND ID	% OF MEDIA	CPM (CAP)	RATE TYPE	IS INHERITED	RATE LEVEL	PARTNER ID	ADVERTISER ID
ABC Brand	brand1	28.000000000000004%	2.90	Hybrid	No	System	-	-

View and export your taxonomy and pricing

		PROVIDER ID	PROVIDER ELEMENT ID	FULL PATH	BUYABLE	PARENT ELEMENT ID	NUMBER OF RATES	
>	☑	provider1	element-2	CPG > Category > Vegetables	Yes	ABC124	1	⋮
>	☐	provider1	element-3	CPG > Category > Canned Goods	Yes	ABC125	1	⋮
>	☐	provider1	element-4	CPG > Category > Frozen Goods	Yes	ABC126	1	⋮
>	☐	provider1	element-5	CPG > Category > Household Cleaners	Yes	ABC127	1	⋮
>	☐	provider1	element-6	CPG > Category > Candy	Yes	ABC128	1	⋮
>	☐	provider1	element-7	CPG > Category > Salty Snacks	Yes	ABC129	1	⋮
>	☐	provider1	element-8	CPG > Category > Misc	Yes	ABC130	1	⋮

Plus, **total access** to detailed segment information

Created at: Thu Mar 9 2023 10:05:00 PM ET

Fruit Purchasers

Full Path CPG > Category > Fruits

Name Fruit Purchasers

Description Users who have purchased fruit category products in the last 90 days

Provider Element ID element-1

Parent Element ID ABC123

Provider ID provider1

Buyable ⓘ Yes

Total Received IDs ⓘ	1,421,000
Total Active IDs ⓘ	174,600

📱 58,044 Active Uniques In-App ⓘ	🖥 11,832 Active Uniques Web ⓘ	📺 104,724 Active Uniques Connected TV ⓘ	👥 174,600 Active Individuals ⓘ	🏠 174,600 Active Households ⓘ

BRAND NAME	BRAND ID	% OF MEDIA	CPM (CAP)	RATE TYPE	IS INHERITED	RATE LEVEL	PARTNER ID	ADVERTISER ID
ABC Brand	brand1	23%	2.30	Hybrid	No	System	-	-

Understanding hybrid pricing

At The Trade Desk, our goal is to create a healthy and thriving data marketplace that empowers advertisers to use more data to inform decisioning across every impression. This ultimately leads to better results for marketers and data providers alike.

Hybrid pricing is designed to help each player in the industry achieve this goal.

This pricing model makes it easier for marketers to activate more data by using a percentage of media (POM) that allows scaling with the cost of media across ad environments, in conjunction with a CPM cap to prevent runaway data cost. This practice establishes a consistent relative value for advertising impressions while keeping data pricing simple and scalable across different media channels.

How does it work?

Our hybrid data pricing system utilizes POM cost or a CPM cap to determine data cost. These different mechanisms are defined as:

```
POM is a percentage that is applied to the impressions' media costs.

CPM cap is a maximum data rate to protect against excessive data costs.
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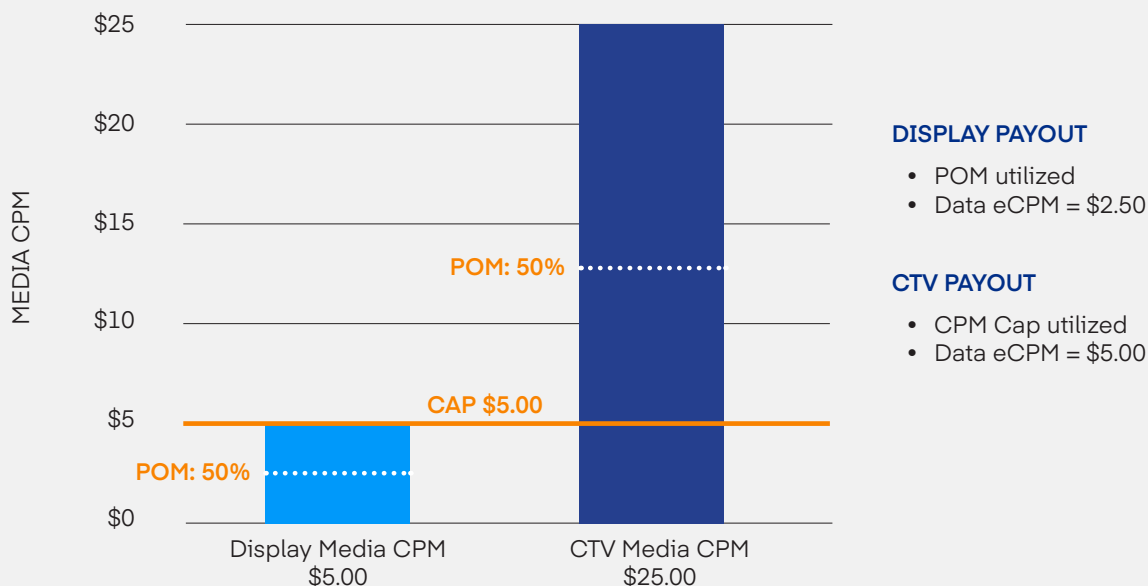
With POM as the primary payout driver, the value of data is based on the value of the media on which the data is used. The secondary mechanism, the CPM cap, keeps the cost of data from reaching a level that could detract from an advertiser's goals or lead to a decline in data usage due to unmanageable costs. The hybrid pricing model enables more effective scaling across the full spectrum of media available via our platform while maintaining guardrails for data costs.

Understanding hybrid pricing

EXAMPLE: Data Rate Card: 50% POM / $5 CPM Cap

DISPLAY PAYOUT
- POM utilized
- Data eCPM = $2.50

CTV PAYOUT
- CPM Cap utilized
- Data eCPM = $5.00

Benefits to data providers

- A hybrid model makes it easier for marketers to run more data on more low-cost impressions without being priced out, as is often seen with fixed CPMs.

- The value of data is now relative to the media, meaning premium, high-cost content yields higher data value that was unrealized in previous pricing models.

- The CPM cap protects against excessive costs, so marketers are not deterred from using data on premium channels.

- This model establishes a consistent relative value while keeping pricing simple, yet scalable, across different media channels.

Best practices

- CPM caps should exceed desired average eCPM. For example, if your goal is an average data CPM of $1, set your CPM cap above that threshold. Total effective CPMs will be averaged across low- and high-cost channels.

- Effective data CPMs will largely be a result of POM use, with CPM caps utilized in high-cost environments. We view an ~80/20 split for POM/cap usage as a healthy benchmark.

- Marketers are generally not deterred by a high POM. Our platform surfaces stats in our marketplace to show the estimated data cost based on the POM, the cap, and the channel.

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Multi-elemental bidding

With The Trade Desk's multi-element bidding and fractional compensation model, you are rewarded *every time* your data informs a bidding decision.

MULTI-ELEMENTAL BIDDING is a method by which The Trade Desk helps advertisers reach their intended audience by prioritizing bids on impressions where the most relevant data elements are present.

FRACTIONAL COMPENSATION is the pricing model that supports multi-elemental bidding. Providers are paid fractionally based on value when multiple segments inform an impression.
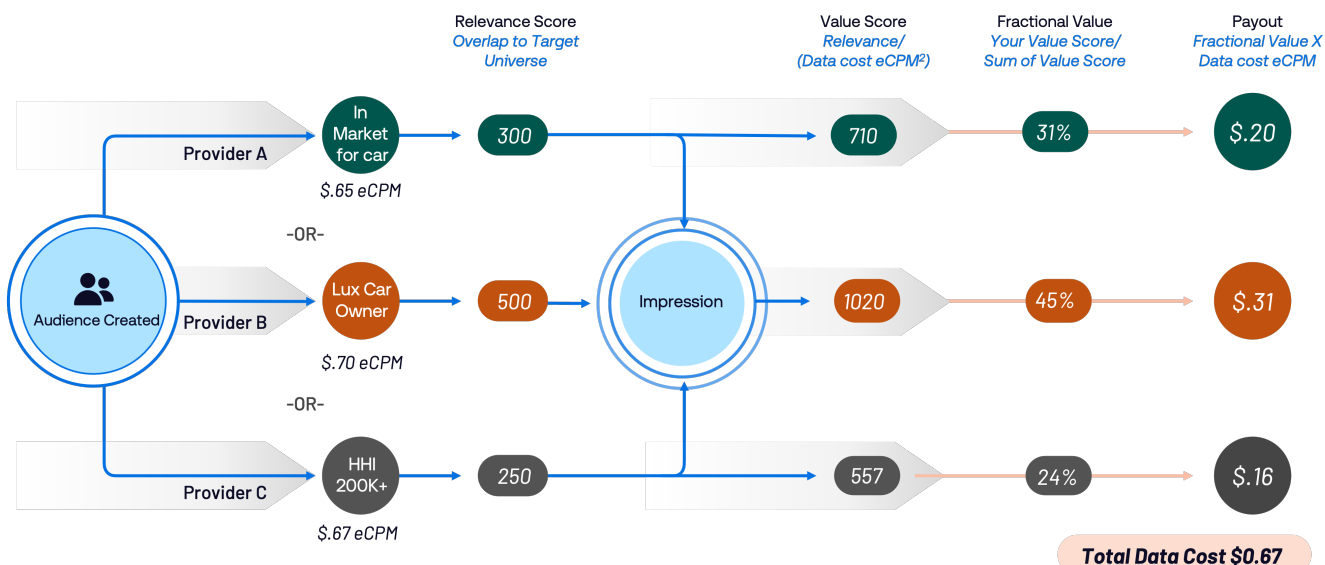
This approach allows advertisers to keep costs low while using more data to make smarter bidding decisions. In turn, data providers are paid more frequently when their data is used to influence bidding.

In short, everybody wins

The Trade Desk is helping protect marketers from excessive costs so that they continue using high-quality, relevant segments to deliver better targeting outcomes.

Clients use more data and providers are rewarded more frequently when their data influences bidding.

How data providers are rewarded based on their value:

	Relevance Score *Overlap to Target Universe*	Value Score *Relevance/ (Data cost eCPM²)*	Fractional Value *Your Value Score/ Sum of Value Score*	Payout *Fractional Value X Data cost eCPM*
Provider A — In Market for car — $.65 eCPM	300	710	31%	$.20
Provider B — Lux Car Owner — $.70 eCPM	500	1020	45%	$.31
Provider C — HHI 200K+ — $.67 eCPM	250	557	24%	$.16

Audience Created · Impression

Total Data Cost $0.67

Audience support services

The Trade Desk offers a suite of support services to extend audiences.

Reach out to The Trade Desk's support team to learn how your brand can leverage one — or all four — services to complement your audiences.

Scale

Audience Expansion
Leverage The Trade Desk's identity graph to scale up audiences by adding associated identifiers.

Lookalike Modeling
Further boost scale using The Trade Desk's expansive bid stream view to find and add similar users to your audience.

UID2

UID2 Generation
Tap into the UID2 Public Operator service to turn your dataset into UID2s.

Third-Party Data CRM
Onboard third-party data via our CRM API to build segments for targeting and conversion measurement.

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Sensitive categories

The Trade Desk's commitment

We are committed to upholding high ethical and compliance standards in our data marketplace ecosystem. This policy establishes categories of data The Trade Desk currently considers inappropriate, discriminatory, or sensitive. Targeting strategies leveraging those categories of data are not allowed on The Trade Desk's marketplace.

We recognize the importance of protecting sensitive categories of data from misuse and approach them with the utmost care.

Sensitive data categories not permitted:

- Health conditions
- Ethnicity
- Race
- Political affiliation (EMEA)
- Religious affiliation
- Sexual orientation
- Minors
- Crime victim status
- Union membership

Sensitive segment flagging

The Trade Desk provides a tool to assist data providers with DMP compliance. This process scans every segment distributed to The Trade Desk, flagging or denying segments that don't align with our targeting policies in near-real time to ensure we maintain marketplace quality.