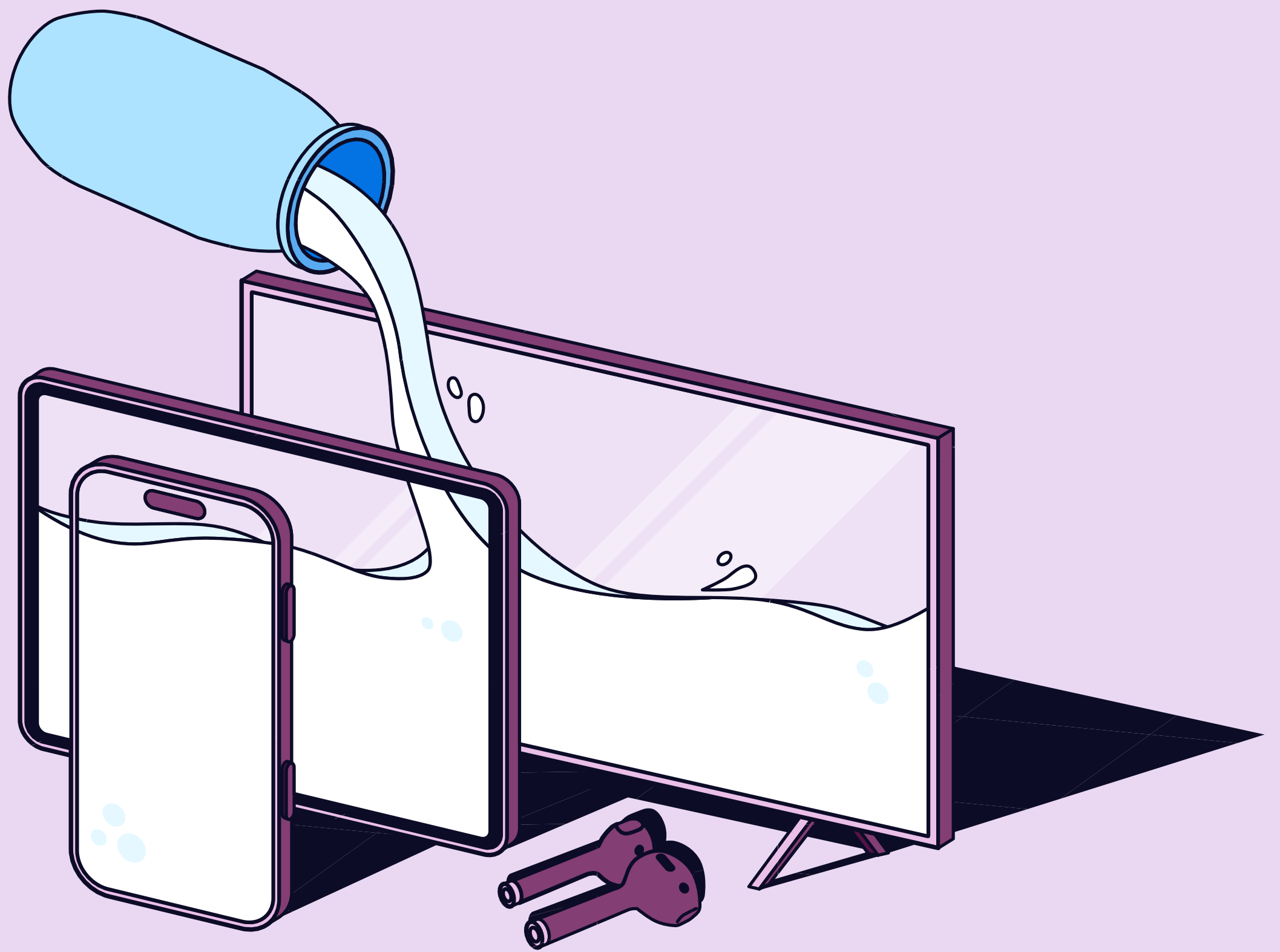


# 3 steps to omnichannel success



Activating an omnichannel campaign is all about landing the right media mix. This approach unifies multiple digital channels to improve engagement and drive better results across the marketing funnel. [Here's how to start:](#)

## 1. Unify your planning tools and teams

- Break down silos between CTV, display, DOOH, and audio
- [Just as Danone and Wavemaker did](#), agencies and advertisers should strategically align on omnichannel planning
- Use forecasting and audience insights in The Trade Desk to understand overlap and unique reach

## 2. Build a data-driven foundation

- Activate your first-party data via [Galileo](#)
- Layer in retail data and third-party data to refine audiences
- Use unique identifiers like EUID, UID2, and/or activate Identity Alliance and household graph to connect audiences across channels

## 3. Activate with precision and transparency

- Use shared frequency caps and cross-channel optimization
- Leverage in-flight adjustments like dynamic creative optimization (DCO)
- Measure real impact with tools like My Reports and third-party retail measurement integrations