

A photograph of several surfboards of various colors (blue, orange, brown, teal) leaning against a wall or structure on a beach. The ocean and a person in the background are visible but out of focus.

 theTradeDesk®
Invoice Guide

Table of Contents



- 01 [General Invoicing Requirements](#)
- 02 [Non-PO Backed Invoice and Credit Note Submission Guide](#)
- 03 [PO Backed Invoices and Credit Notes Submission Guide](#)
- 04 [PO Backed Invoices and Credit Memos Coupa Supplier Portal \(CSP\)](#)
- 05 [PO Backed Invoices and Credit Memos through Supplier Actionable Notification \(SAN\)](#)
- 06 [Coupa Supplier Portal \(CSP\) Invoice Glossary of Terms](#)

01

General Invoicing Requirements

General Invoicing Requirements

The Trade Desk's standard invoice format is **PDF 'Text' Document** for non-compliant invoicing and US based suppliers.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Invoice Date | <input checked="" type="checkbox"/> Invoice Description |
| <input checked="" type="checkbox"/> Invoice Number | <input checked="" type="checkbox"/> Service dates, if applicable |
| <input checked="" type="checkbox"/> Full name and Address | <input checked="" type="checkbox"/> Amount Due |
| <input checked="" type="checkbox"/> Remittance Address | <input checked="" type="checkbox"/> Currency and Foreign Currency rate, when applicable. |
| <input checked="" type="checkbox"/> Supplier Bank Details | <input checked="" type="checkbox"/> Valid PO Number (when applicable) |
| <input checked="" type="checkbox"/> The Trade Desk Legal Entity | <input checked="" type="checkbox"/> Project Number (when applicable) |
| <input checked="" type="checkbox"/> Payment Terms | <input checked="" type="checkbox"/> The Trade Desk contact person |

If the invoice does not contain all the required information, it will be rejected by the Accounts Payable team and returned to you.

Payments will not be made on statements, quotes, estimates or pro-forma invoices.

Invoice billing entity **MUST** match billing entity set up on the PO or as per The Trade Desk signing entity on the work order/SoW/contract.

Invoicing Requirements - APAC

Billing **The Trade Desk** [Asia-Pacific](#) entities require the following information.

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Invoice Date | <input checked="" type="checkbox"/> VAT, GST or Tax Number of The Trade Desk Entity purchasing | <input checked="" type="checkbox"/> VAT/GST or Tax amount payable and currency |
| <input checked="" type="checkbox"/> Invoice Number | <input checked="" type="checkbox"/> VAT, GST or Tax Number of Supplier if liable for VAT, GST or Tax | <input checked="" type="checkbox"/> VAT/GST or Tax percentage rate applied |
| <input checked="" type="checkbox"/> Full name and Address | <input checked="" type="checkbox"/> "Reverse Charge" text, when applicable | <input checked="" type="checkbox"/> Valid PO Number |
| <input checked="" type="checkbox"/> Remittance Address | <input checked="" type="checkbox"/> Good or Service provided including quantity and unit price | <input checked="" type="checkbox"/> Project Number, when applicable |
| <input checked="" type="checkbox"/> Supplier Bank Details | <input checked="" type="checkbox"/> Net and gross amount charged | <input checked="" type="checkbox"/> The Trade Desk contact person |
| <input checked="" type="checkbox"/> The Trade Desk Legal Entity | <input checked="" type="checkbox"/> Amount Due | <input checked="" type="checkbox"/> Payments will not be made on statements, quotes, estimates or pro-forma invoices. |
| <input checked="" type="checkbox"/> Date of payment (if prepayment required) | <input checked="" type="checkbox"/> Currency and Foreign Currency rate, when applicable. | |

If the invoice does not contain all the required information, it will be rejected by the Accounts Payable team and returned to you.

Invoice billing entity **MUST** match billing entity set up on the PO or as per The Trade Desk signing entity on the work order/SoW/contract.

02

Non-PO Backed Invoice and Credit Note Submission Guide

Non - PO Backed Invoice and Credit Note Submission

Invoice's and **Credit Memo's** which **do not** have a Purchase Order can be submitted to The Trade Desk Accounts Payable email.

The Trade Desk requests a **PDF 'Text' document** be submitted for processing when submitting an invoice or credit memo via email.

Billed to The Trade Desk International entities:

- ap.uk@thetradedesk.com

Billed to The Trade Desk United States entity:

- ap@thetradedesk.com



03

PO Backed Invoice or Credit Note Submission Guide

PO Backed Invoice Submission

Purchase Order Invoices and **Credit Notes** can be submitted in multiple different methods. How the invoice is submitted depends on if the supplier is electronically enabled.

- ❖ **Coupa Supplier Portal (CSP)** – Suppliers can manage their account, view POs, and create invoices/credit notes.
- ❖ **Supplier Actionable Notifications (SAN)** – Suppliers not registered through CSP can create an invoice from a PO email.
- ❖ **Direct Connection (cXML)** – Punchout suppliers
 - Reach out to purchasing@thetradedesk.com if you would like more information on Punchout integrations.
- ❖ **Accounts Payable Email** – A PDF 'Text' document is needed when submitting your invoice via email.
 - Billed to The Trade Desk International entity's:
 - ap.uk@thetradedesk.com
 - Billed to The Trade Desk United States entity:
 - ap@thetradedesk.com



04

PO Backed Invoice or Credit Note

Coupa Supplier Portal (CSP)

Create an Invoice or Credit Note and View Status in Coupa Supplier Portal (CSP)

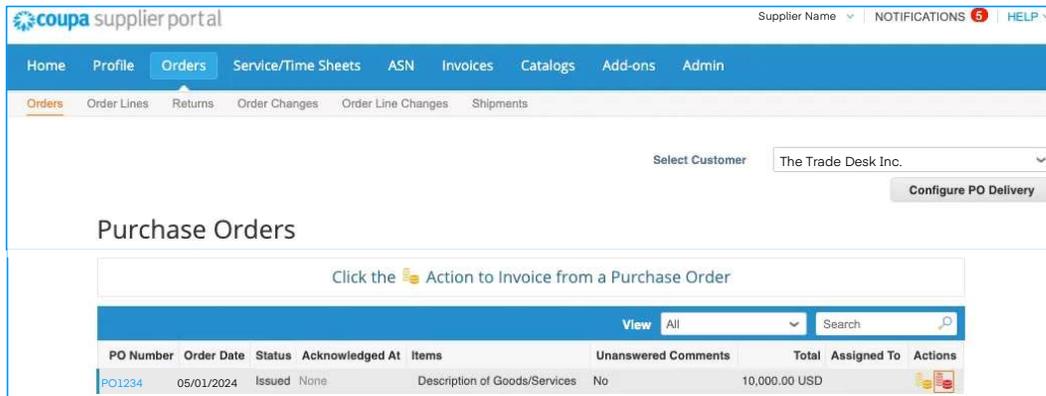
Suppliers who receive **purchase orders (PO)**, can **generate an invoice or credit note from your Coupa Supplier Portal**.

If you do not receive a PO, you will not be able to submit an invoice from the CSP. Please submit via email to our Accounts Payable teams:

- Billed to The Trade Desk International entity's:
- ap.uk@thetradedesk.com
- Billed to The Trade Desk United States entity:
- ap@thetradedesk.com



Create an Invoice or Credit Note in CSP



Once logged in to your CSP, click on the **Orders** tab to view your available POs with The Trade Desk.

Find the PO you need to **invoice** against and click on the **gold coins** icon to create an invoice.

To create a **credit note**, click on the **red coins** icon.

Create an Invoice in CSP

The screenshot shows a dialog box titled "Choose Invoicing Details" with a close button (X) in the top right corner. Inside the dialog, there are three required fields, each marked with an asterisk (*):

- * Legal Entity**: A dropdown menu with "Select" as the current selection. To its right is a green plus sign followed by the text "Add New".
- * Remit-To**: A dropdown menu with "Select" as the current selection.
- * Ship From Address**: A dropdown menu with "Select" as the current selection.

At the bottom right of the dialog box, there is a "Cancel" button.

Choose Invoicing Details will appear if you have not created a legal entity.

Select your legal entity name in the drop-down.

IMPORTANT: For suppliers with multiple **Remit-To**, please be sure to select your **Remit-To** that aligns with the bank account you intend to receive payment **before** entering invoice details. If you do not select your Remit-To, the submission will fail, and your invoice entry form will be reset to blank.

If you do not see a Remit-To where your correct payment information is stored, you **MUST UPDATE** your profile.

Create an Invoice in CSP

Choose Invoicing Details

* **Legal Entity** Supplier Name + Add New

Invoice From 42 Surfer Drive
Ventura, CA 93001
United States
United States

* **Remit-To** 42 Surfer Drive, Ventura, CA 93001 + Add New

* **Ship From Address** 42 Surfer Drive, Ventura, CA 93001 + Add New

Cancel Save

Once you select the correct Remit-To/Legal Entity, for your new invoice, the Remit-To and Ship From Address will populate automatically. If populated correctly, click **Save**.

Once the invoicing details have been selected and saved, Coupa will prompt you to **Create Invoice**.

Create an Invoice in CSP

Select Customer: The Trade Desk

Create Invoice Create

General Info

- * Invoice #
- * Invoice Date: 04/18/24
- Payment Term: Due on receipt
- * Currency: USD
- Delivery Number:
- Status: Draft
- Invoice Attachment: No file chosen
- Supplier Note:

From

- * Supplier: Supplier Name, Supplier Tax ID
- * Invoice From Address: Supplier Name, 42 Surfer Drive, Ventura, CA 93001, United States
- * Remit-To Address: Supplier Name, 42 Surfer Drive, Ventura, CA 93001, United States
- * Ship From Address: Supplier Name, 42 Surfer Drive, Ventura, CA 93001, United States

To

- Customer: The Trade Desk
- * Bill To Address: The Trade Desk, Inc., 42 N. Chestnut Street, Ventura, California 93001, United States
- Buyer Tax ID: 27-1887399
- Ship to Address: 101 Beach Place, Ventura, CA 93001, United States

Attachments | [URL](#) | [Text](#)

Populate all the required information when creating your invoice, noting these important items:

- Suppliers must generate their own **unique invoice number**. Duplicate Invoice number's will be rejected and delay payment.
- The **invoice date** populates to today's date but can be updated to align with when goods were shipped, or when services were delivered.
- **Currency** should align to the currency of the PO. If the currency selected does not match your agreement, please contact The Trade Desk Accounts Payable team.
- You will have the option to add **Attachments** which should only be utilized for additional support documents, not a copy of the Coupa generated or supplier generated invoice.

THE TRADE DESK INVOICE GUIDE

Create an Invoice in CSP

The screenshot displays the 'Lines' section of the CSP interface. At the top right, there is a checkbox for 'Line Level Taxation'. The main table has the following data:

Type	Description	Price
	May24 Surfboards	6,000.00

Below the table, there are fields for 'PO Line' (797-1), 'Service/Time Sheet Line' (None), 'Contract' (dropdown), and 'Supplier Part Number' (text input). A 'Billing' section contains the number 1000-69030-650280-0000-000-000000-300000002690524. At the bottom left, there are buttons for '+ Add Line' and '+ Pick lines from Contract'. The 'Totals & Taxes' section includes:

Lines Net Total	6,000.00
Shipping	<input type="text"/>
Handling	<input type="text"/>
Misc	<input type="text"/>
Tax	<input type="text"/> 0.000 % <input type="text"/> 0.000
Total Tax	0.00
Net Total	6,000.00
Total	6,000.00

At the bottom of the form are buttons for 'Delete', 'Cancel', 'Save as Draft', 'Calculate', and 'Submit'.

Continuing, scrolling down the page, locate the line level of the invoice and fill in the information.

If you need to delete a purchase order line or are invoicing against a purchase order with multiple lines, click on the icon  next to the line you are not using.

Delete any unused lines you are not invoicing against within the purchase order.

Once all the information is accurately entered, review your invoice and click **Submit**.

Create an Invoice in CSP



After selecting Submit, you will be prompted by Coupa to confirm creation of an invoice. Please respond accordingly.

Selecting **Continue Editing** will allow you to go back to the invoice and make changes.

Select **Send Invoice** to submit your invoice to The Trade Desk for review and processing.

THE TRADE DESK INVOICE GUIDE

Create an Invoice in CSP

coupa supplier portal

NOAH | NOTIFICATIONS 1 | HELP

Home Profile Forecasts **Orders** Service/Time Sheets ASN Invoices Catalogs Business Performance Sourcing Add-ons

Setup

Orders Order Lines Returns Order Changes Order Line Changes Order Confirmations Order Confirmation Lines Promised Deliveries Shipments

Select Customer The Trade Desk

Invoices

✔ Invoice submitted successfully. However - your customer requested an information update to ensure successful payment: [Update](#)

Instructions From Customer
(Example text - this is set on your Company Information setup page and will be displayed for CSP and SAN suppliers on the Invoice list page)
Create Invoices ⓘ

Create Invoice from PO Create Invoice from Contract Create Blank Invoice Create Credit Note

Export to View All Search

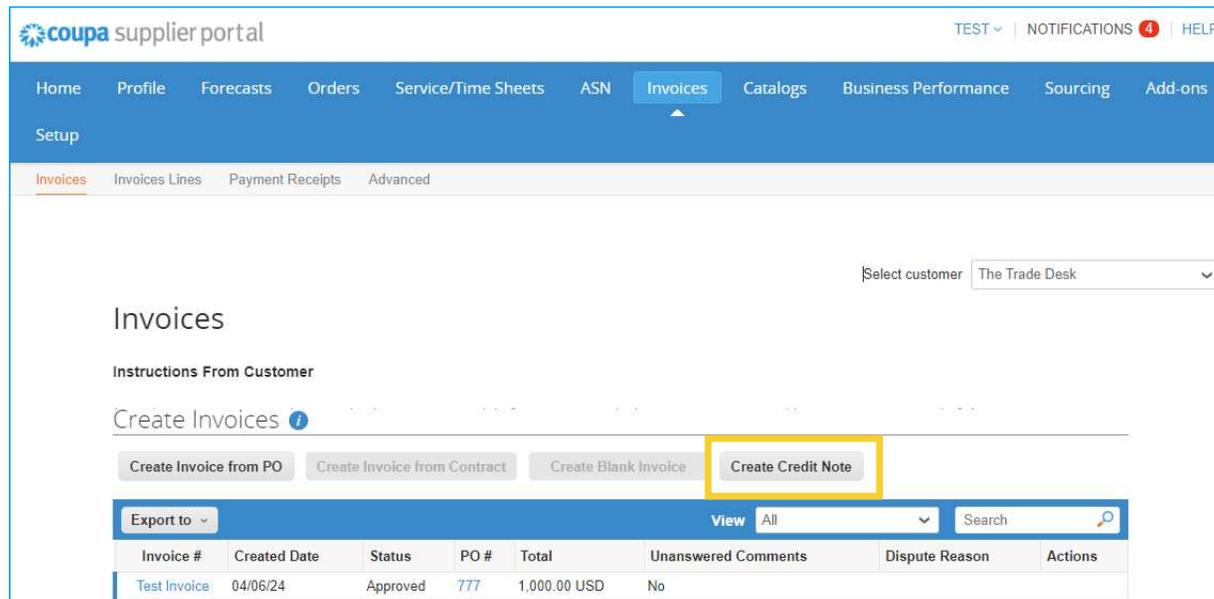
Invoice #	Created Date	Status	PO #	Total	Unanswered Comments	Dispute Reason	Actions
EK-Test123	04/18/24	Processing	797	6,000.00 USD	No		

Once you have selected Send Invoice, you will see a message in green notating a successful submission. On this page you will find statuses of invoices submitted.

If you receive a red message, you have not submitted your invoice and will need to take action to re-submit.

THE TRADE DESK INVOICE GUIDE

Create a Credit Note in CSP



The screenshot shows the Coupa Supplier Portal interface. The top navigation bar includes 'Home', 'Profile', 'Forecasts', 'Orders', 'Service/Time Sheets', 'ASN', 'Invoices', 'Catalogs', 'Business Performance', 'Sourcing', and 'Add-ons'. The 'Invoices' tab is selected. Below the navigation bar, there are sub-tabs for 'Invoices', 'Invoices Lines', 'Payment Receipts', and 'Advanced'. The main content area is titled 'Invoices' and includes a 'Select customer' dropdown menu set to 'The Trade Desk'. Underneath, there is a section for 'Instructions From Customer' and a 'Create Invoices' button with an information icon. Below this, there are four buttons: 'Create Invoice from PO', 'Create Invoice from Contract', 'Create Blank Invoice', and 'Create Credit Note'. The 'Create Credit Note' button is highlighted with a yellow box. At the bottom, there is an 'Export to' dropdown, a 'View' dropdown set to 'All', and a search bar. Below these elements is a table with the following data:

Invoice #	Created Date	Status	PO #	Total	Unanswered Comments	Dispute Reason	Actions
Test Invoice	04/06/24	Approved	777	1,000.00 USD	No		

When creating a credit note, navigate to the Invoices tab. Under your options panel you can click **Create Credit Note**.

Create a Credit Note in CSP

Credit Note

If you are issuing a credit note in regards to a problem with an invoice or goods shipped, please include the invoice number. If you are issuing a credit note purely to offer a credit to your customer please select other.

Reason Resolve issue for invoice number Other (e.g. rebate)

Cancel Continue

Credit Note

How do you want to correct invoice "Test Invoice" ?

Completely cancel the invoice with a credit note i Adjust invoice with a credit note i

Cancel Create

Coupa will prompt you to select **Resolve issue for invoice number** (a dropdown of applicable invoices are available for you to choose from) or **Other**.

If you have selected the invoice to apply to the credit note, you will need to select if the credit memo is to completely cancel or to adjust the invoice.

THE TRADE DESK INVOICE GUIDE

Create a Credit Note in CSP

Create Credit Note Create

This credit note applies to invoice [Test Invoice](#). When approved, the credit will fully cancel the invoice's impact to the transaction.

General Info

* Credit Note # ✓

* Credit Note Date

Payment Term

* Currency

Delivery Number

Status

Original Invoice #

Original Invoice Date

Invoice Attachment No file chosen

Supplier Note

Attachments [Add File](#) | [URL](#) | [Text](#)

From

* Supplier

Supplier Tax ID

* Invoice From Address
42 Surfer Drive
Ventura, CA 93001
United States

* Remit-To Address
42 Surfer Drive
Ventura, CA 93001
United States

* Ship From Address
42 Surfer Drive
Ventura, CA 93001
United States

To

Customer

* Bill To Address
42 N. Chestnut Street
Ventura, California 93001
United States

Buyer Tax ID

Ship to Address
Ventura, CA 93001
United States
Location Code: HQ

You will then be prompted to enter Credit note number, which must be unique and differ from the invoice number.

Under attachments, you will have the option to attach a PDF credit note.

THE TRADE DESK INVOICE GUIDE

Create a Credit Note in CSP

Lines Line Level Taxation

Adjustment Type: Quantity

Type	Description	Qty	UOM	Price	
	Test	-2	Each	500.00	-1,000.00

PO Line	Service/Time Sheet Line	Contract	Supplier Part Number
777-1	None	<input type="button" value="v"/>	<input type="text"/>

Billing
1000-67030-650280-0000-000-000000-300000002690524

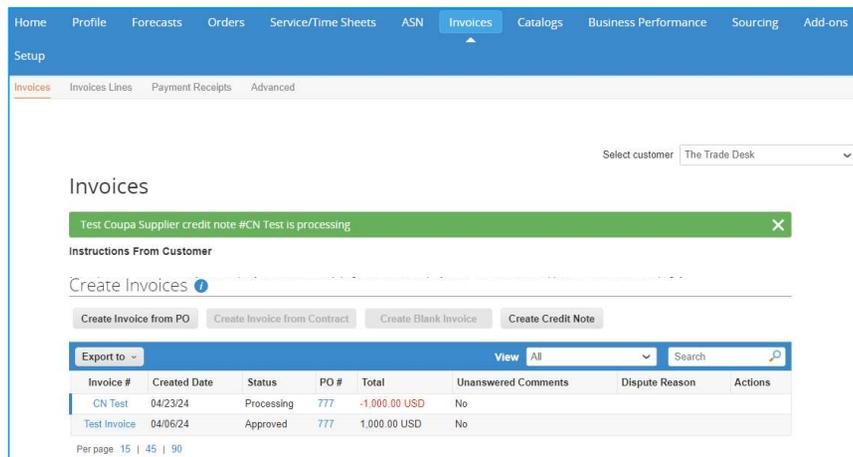
Totals & Taxes

Lines Net Total	-1,000.00
Shipping	<input type="text" value="0.000"/>
Handling	<input type="text" value="0.000"/>
Misc	<input type="text" value="0.000"/>
Tax	<input type="text" value="0.000 %"/> <input type="text" value="0.000"/>
Total Tax	0.00
Net Total	-1,000.00
Total	-1,000.00

Review the information and **Submit**.

THE TRADE DESK INVOICE GUIDE

Create a Credit Note in CSP



Similar to invoicing, you will be prompted by Coupa to confirm creation of a Credit Note. Please respond accordingly.

Once you have submitted, a green banner will appear informing you of a successful submission.

05

PO Backed Invoice or Credit Note Supplier Actionable Notification (SAN)

Invoicing – Supplier Actionable Notification (SAN)

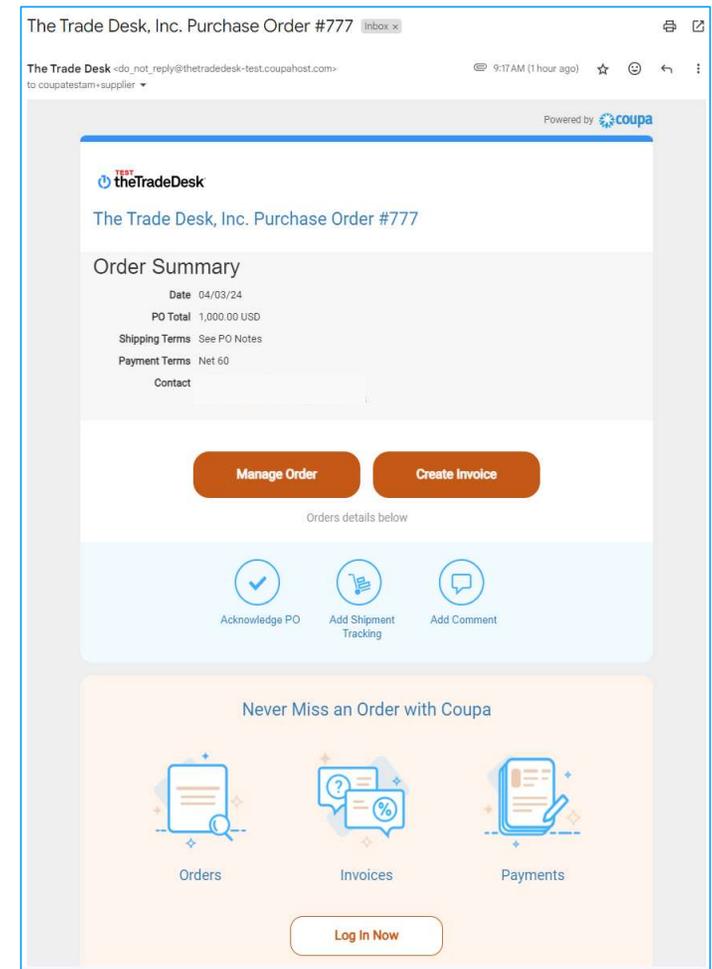
SAN allows you to interact with The Trade Desk without a [Coupa Supplier Portal \(CSP\)](#) account. You can acknowledge purchase orders, submit invoices, or add comments directly from Coupa's email notifications.

You'll get notifications upon submitting an invoice to The Trade Desk, along with updates on our actions to your invoice, enhancing transparency and minimizing the need for you as the suppliers to inquire via phone or email.

From the email you will have the option to:

- Manage Order
- Create Invoice
- Acknowledge PO
- Add Shipment Tracking
- Add Comment
- Review Payment information
- Log In Now to your CSP account (CSP account holders)

NOTE: If you have a CSP account, please provide the email associated with your CSP account to purchasing@thetradedesk.com so we may connect your account.



06

Coupa Supplier Portal (CSP)

Invoice Glossary of Terms

Invoice CSP Glossary

Invoice Status	Description
Abandoned	Specific for compliant e-invoices for clearance countries. It indicates that a legal invoice form you sent failed validation. Invoices with this status are visible only to you, not to The Trade Desk.
Approved	The Invoice has been accepted for payment by The Trade Desk.
Disputed	The Invoice has been disputed. Additional information is displayed in the invoices table.
Draft	The Invoice has been created, but it has not been submitted The Trade Desk yet.
Invalid	Specific for compliant e-invoices for clearance countries. It indicates that a legal invoice form you sent failed validation. Invoices with this status are visible only to you, not to The Trade Desk.
Pending Approval	The Invoice is currently under review by The Trade Desk.
Processing	The Invoice is being processed by the system and should be paid soon.
Voided	Something is wrong with the invoice. Contact The Trade Desk to get the invoice back on track.