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Note; the term brand safe comes up in videos 3 and 4, mentioned in notes for both

Video 1-Introduction

Walled garden-company that’s gotten big enough to set its own rules. All measurement on those properties, done by those properties,cant takedataout. Can compare the results of their companies to thoseof others

Open internet-can upload records, and get some amount of data on every single impression you buy, so that you can compare impressions (users to buy-an ad on a section of yahoo page, or a video on paramount plus). Challenge: its fragmented in a bunch of pieces.

There is a tug of war between walled gardens and open internet

The biggestbrands are dependent on walled gardens, but the brands don’t know why the business is good and they don’t know how to affect change. With open internet, they can have a market where they can inject data, get insight back, and then make comparative decisions.

What is really changing things, it’s connected tv. All forms of video will represent half of a trillion dollar pie worldwide. Marketers give budget to walled gardens, most of the spend goes to the properties owned by the walled garden (facebook, etc). Google-they try to monetize youtube and google and are asking marketers to trust them to buy across the internet. But most consumers spend time outside of the walled gardens (google, facebook), yet most of the budgets go inside the walled gardens, so there is a disconnect. So marketers want alternatives in the open internet. Walled gardens go to advertisers and say bring us the demand, as they have the supply (their properties ie youtube). They can do this because they own a part of the ecosystem. They have created easy onramps to scale, but are lousy at showing you the best of the internet. Trade desk says a competitive market is the best way to win, so they want coordination amongst the open internet. Call to action to be deliberate about the forces causing the opportunities and problems to create a more competitive internet. In the open internet, there are different forces coming together. The open internet is going to be the driving force of the internet, breaking a part walled gardens. Connected tv, CTV, is moving to the forefront. Subscription fatigue creates ad-funded opportunities which creates alternatives which are fragmented so there is no monopoly in ctv.

The most important thing to understand is identity.

Video 2-Programmatic 101

Rtb is the same thing

The difference between data driven and guessing is a definition. a/b testing, etc

In every ad, there is an auction being run. An ad request is sent to the ad server, the ad server sends it to a bunch of buyers, in real time (one tenth of one second) they see the demand to buy the impression, you pick the one paying the most (but not always), that happens 12 million times a second across the internet excluding walled gardens. You use as much data as possible to select the right ones. the success differentiator is how well they choose their ad spots. Example: Pizza shop-targeting to who buys pizza in a given geozone. That discrepancy is the problem marketers face, they are not buying in a data driven way. Leveraging insight to make good decisions.

Video 3-The Value of Data

Diagramd and explanations of the funnel between 6:00 and 7:30 minutes in this video

One type is pii-personally indentifiable information-address, birthday. Trade desk doesn’t capture or store this data. They use: customer attributes, lifestyle, purchase behavior, and where the ad is being shown.

1st party data-underutilizied. Access to your existing customer base or visitors to your brand site which you don’t have in your crm file but whose patterns you can understand

2nd party-when a brand shares 1st party data with another brand or entity. Example: a travel app who shares the data with an airline. Or two brands unrelated but targeting a similar demographic so they benefit from each others data

3rd party-data available for broad use across the ecosystem. Lifestyle attributes (I have kids, I purchase dogfood). Use the 2nd and 3rd party to augment the first party data that you don’t have in your crm. Example: consumer products has a challenge to have an existing crm since most products are sold through 3rd party stores. This is where 2nd and 3rd party data can come in to help you find the right users. Loyalty cards, purchase behaviors, affinities, etc. so you can pull together in a crm repository from 2nd and 3rd party data to augment your info to see who to target online. i.e. people interested in recipes, can you place an ad on a blog dealing with recipes.

Another type of data to optimize campaigns: context. Called Brand safety; (misnomer) is another data point. Who is seeing your ad, and what content is your ad being shown next to. Use your first party data, enriched with second and third party data, and model it to find other users with similar behaviors. example: cumstomer base is 30 year old females who like yoga, and live on the east coast. what you do is look for people with similar attirubtes but who might not have shopped your brand or visited your website. So you model the other IDs looking like your first party data (yoga) and include them in targeting. This is how you achieve scale finding other users looking like your 1sst party data.

In programmatic, there is the brand awareness funnel. Users need a bunch of points of exposure along the journey to purchase. Its not always linear. Looking at outcomes shows the journey, which clusters resonate with certain media outlets, or patterns-who converted had what in common with people at the top of the funnel, so you know where to spend your dollars-blog or streaming service, for example. It can help you retarget, for example.

Walled gardens can only see inside their ecosystem-they cant see blogs or ctv, thy can only understand the behavior in their ecosystem so they don’t see the whole journey. Walled gardens look only at last click, bottom of funnel, so they show good conversion rates, but they consumer took a bunch of steps before getting to conversion, at the bottom of the funnel. But that person had a whole process researching different things before deciding they wanted to make a purchase. All of those other touchpoints and messaging pints helped to shape their view on the final step, or bottom of the funnel, to purchase. In programmatic-check interest at TOP of funnel, then elsewhere in funnel, people convert. 8:30 to 10:00 video time concert goers is a good example.

An identifier is a way to understand persistent reappearance of a user. Example-seeing the same ID alone that you see in a streaming service, so you pass on serving the ad again, but if you see it two weeks later, you show them the ad. The best thing: MARRY DATA with the identifier. Is this person on a news site whereas he was once on a ctv site. How do I take crm file and put it to use? You can upload the crm into a unified ID algorithm and get a list of anonymous IDs to optimize your marketing campaign (across ctv or display). Minute 12:00 to 13:00 is KEY-marrying the advertiser CRM with the consumer IDENFITIFER. Basically, onboard the advertiser CRM-1st party data-and marry it with the identifier. Find desired users who may not be current customers. Look ACROSS SYSTEMS (ctv, blogs, etc) rather than just looking inside ONE SILO (liked walled gardens).

Video 4-Optimizing the Supply Chain with Data

**This is the essentials of any job, here-ssps and dsps-good for PX**

SPO-supply path optimization. Ad servers delivered ads. Then SSPs and Ad Exchanges came along to monetize inventory that the publisher couldn’t monetize directly. Publisher wasn’t able to maximize demand, so header bidding came along to create competition amongst ssp for the same impression, so the auction happened before passing values into the ad server. This increased volume of demand for publishers and was really good for DSP, so you have choice for transacting any impression. SSP is a pipe to inventory. New construct-several pipes to the same publisher, so how do I know which pipe to choose. Each route, ssp, is considered a path.which pipe, ssp, is performing better ,which route to that publisher supply is working best performance. Each publisher will have different performance for ssp. the DSP evaluates data across all SSPs to that supply, then decides on an impression to impression basis on which route is most effective at that time. Header bidding created options-however the problem is where should I buy this or that impression? To answer the question, weneed more data. Which path is most efficient for the marketer. Ads.txt, sellers.json, these give you metadata on supplier plus impression combination. So this has to be automated. Must be done by platofmrs like The Trade Desk. They don’t know how to explain SPO, so some agencies and brands have made mistakes. The thinking is that they will buy from arbitrary ssps. But that doesn’t mean the math is good. Work is being done to esure that SPO is good. Means the buyside and sellside have to have a transparent ecosystem, and this isn’t about being arbitrary, but seeing how to apply data to find which path is the best for optimal monetization to compete with the walled gardens. This is essentially what firms like The Trade Desk do.

Before there was one route to supply. SPO-Now advertisers should find lowest fee route to the supply you want through your DSP partner. Talk to publishers about who they work with across the supply landscape. So advertisers have to talk to publisher partners and dsp to find out what the best route is to that supply.

Video 4-CTV

How do you access CTV?

3 ways:

* Device or operation system (roku, Samsung, vizio)
* Apps: (hulu, Tubi)
* Content producers (Disney, discovery Viacom, nbc)
  + Device advantage: unique data
  + Apps advantage: allow you to buy across a range of content
  + Content distr advantage: leverage your existing linear relationships to import them to ctv

At a certain point, ad supported tv is the future because people are going to get tired of subscription, so they can choose content paid for by advertising. There is AVOD, SVOD. Consumers are moving from cable to lower their cost of content. 60% of consumers are willing to see ads to lower the cost of their subscription. So you see a commercial while watching the superbowl on your ctv.

Every broadcaster offers ctv. Using a dsp to measure across network groups is essential for marketers. Marketers wanna know how to get in or how much to invest. Question: are you buying the right amount? Ctv is a complement to linear. Linear offers marketers more scale than connected tv, but the future is changing, so they have to start investing in ctv. Proof: Disney buys more content, apple is in with apple tv so the future is the streaming ecosystem.

GRP-gross rating point. Used for decades on linear tv-measures how well a show is doing. Did the show reach its intended audience, when Nielsen started monitoring. They are based in age and gender, no other info. Digital offers marketers a way to go beyond GRP.

Example: reaching a 35 year old female is all a marketer can do on linear TV-age, gender. With CTV< is the 35 year old female looking for a new car, looking to travel, etc. THAT’S THE DIFFERENCE BETWEEN Audience based buying in digital, and linear GRP.

DSP is the best way to buy CTV-measure the impact that your ctv investments are having, its centralized and consolidated place. **You can buy espn on ctv in dsp if you buy espm in linear. Most important is the ALLOCATION-are you buying the right percentage of espn on linear and in ctv, NOT whether or not to buy ESPN.** They aren’t telling you to stop doing linear. With ctv through a dsp: you can check: Are you getting people to go into stores, **is it your website, you can answer these questions through a dsp for your ctv ad spend. Cross device attirubtion, audience targeting, it’s brand safe and non-skippable.**

Video 5: Navigating the Streaming Revolution

SVOD is giving way to AVOD

AVOD is fastest growing:

Subscription fatigue and its too expensive

Because we started with SVOD, there is a scarcity of ads, so you get a better premium ($25 cpms in svod, you can get more in AVOD. Average revenue per user is better with a lower subscription and more ads. $9.99 with less ads brings in less revenue than $4.99 and more ads)

Rapid growth of free, ad-supported services is going to continue

6:00 to 7:30-listen to this for spiel to publishers-does content shift keep up with adv dollar shift

8:00-8:40-netflix making more content, Roku is getting more aggressive. Puts pressure on everyone

Supply side: publishers/content makers licensing to other companies. Universal is moving its streaming to peacock. Netflix has a few times licensed things to other platforms, and Disney did it to. CONTENT MEANS PUBLISHERS.

12:00-13:30:

A company’s salesforce versus programmatic. 2 kinds

Programmatic direct: u will see more brand direct through programmatic tools. Some companies are happy with PMP, but big platforms cant manage a lot of pmp.

Doesn’t matter if they called us or if they pinged us through an API.

Video 6: Media Buying: GRPs, Reach, and Frequency

History: 90% of publisher inventory was front page-10% of their inventory. That was display

Programmatic is monetizing the rest of that inventory. Kinda like ROS-run of site from AAAS, just putting an ad anywhere there was available inventory

There is infinite supply for more ads on a website, now the same is true on ctv

5:30 to 7:00-important: Cpm is worthwhile to the point that someone is likely to buy a product versus just getting an impression, in another part of the funnel. This is focus on cost versus value.

7:30 to 9:00-looking into GRP. Reach and frequency-household penetration. Supply moving away from linear-reach points steal share from competition. Instead of saying cpm or kpi is the goal versus business outcome-household penetration or sales. This is reach. Then..you see broadcast supply, which is scarcer. DIGITAL IS BETTER THAN REACH AND FREQUENCY IN GRANULAR.

10:00-12:30 talks about flaws of GRP, linear. They are buying 10x more frequency than necessary. The goal is REACH. The right way: in digital, you can measure by household. If you are only in 30 markets, you can buy just those markets.

14:00-16:15 pitfalls of chasing cheap cpm/grp

Video 7: CTV Measurement and the Supply Chain

The game…the pressure is on for content creators. Because of subscription fatigue, there is a pressure to monetize (peacock, paramount, cbs)…the way they grow now is AVOD. A desire to pay less and a desire to get more content.

All these people have salesforces selling inventory.

4:00-5:15-very important. You can buy fox from ssps, roku, etc. important because of the different ways you can buy. 20 different ways to buy

7:00-UID-I think this means a unique identifier, sounds important. Speaks of IP addresses too. Europe versus usa for consumer control. Because ctv tourne autour d’un login. The second thing is measurement. Interoperability is key-open source, UIDs-partnering with LiveRamp, etc. THAT IS KEY. For measurement. UID-interoperability takes guessing out of the work for research teams. THIS IS A KEY POINT. Helps with brand building on the measurement side.

Programmatic can give you contextual alignment. It’s a means of execution and delivery with added benefits of targeting

Video 8: Outsmart not Outspend

Who owns the content? You need a device to watch the content. The device is selling the same ad space. Content owner-those who have rights to tv shows-that’s fragmented. Devices are not very fragmented. Roku/amazon-they have power to negotiate with content owners. For example-they get half the revenue.

3:00-4:00-this is le nerf de la guerre: A commercial break-half the ads come from one place, half come from another place. For example-roku may be selling half the ads. Can I buy from one consolidated ecosystem? THIS IS THE QUESTION.

4:45 to 5:30-a nerf de la guerre-buying many spots from several different players may help you lose efficacy of reach and frequency. This speaks to what MEDIA BUYERS NEED TO KNOW-this goes back to cheap cpm per silo, discussed above.

Section 4 Identity

Video 8 How Changes in Identity is Changing the Internet

Data breaches, eroding trust…puts privacy at the forefront

UID-its an industry wide initiative. A tech-driven solution, launched by Trade Desk. Its built for the industry as a whole. It’s open source so it has elements to bring the industry together collectively.

An example is gmail-gives google 2 billion UIDs. This is SCALE.

Google wont get rid of cookies until 2023 (Safari got rid of it). This will play out between Apple and Google.

UID-its about partnering with companies engaging with consumers, so you can get the consent. More companies with large consumer bases are signing on, so it will scale. Example: signup to NBC Peacock, and give your consent-you have to check a box**. Is this the same thing as a cookie???? Consumers give their consent and can opt out at any moment. Cookies will be supplemental but unnecessary, so UID will be ubiquitous. I guess this means UIDs aren’t the same thing as cookies.**

**Video 9 Digital Identity: Interopable and Secure**

**Take your data: POS data, Salesforce, emails. You can give it to Google…then they give you reporting at impressions, clicks, etc…but never at user level, not at a per person level. On the Open Internet, you can get the info at user level.**

**Evolution of cookies:** in the past we bought media ONLY on cookies. We live and die by cookies right now. This is where first party data comes into play.

Fragmentation: consumers consume on a number of devices.

Google the Cambridge Analytica problem-some famous data breach

Interopable: 8:45-9:30-this is where things are headed in an open ecosystem.

12:30-14:30-how this unified ID beats the old way-showing ads to ppl likely to be interested. Using math

Video 10 Mechanics of Unified ID 2.0

Core tenets

* Open source. Anyone can go to Github and see what is happened
* UID2 is acceissble to anyone if they are compliant to privacy
* Independenat governance-Trade Desk doesn’t own it-there will be an independent body ruling it
* Security and privary friendly ID-it’s hashed and encrypted. Consumers have control-only created when users provide an email, and user can opt out.
* Security: first, the email is hashed by an algorithm.
* Then, they add a salt (an extra layer of security), then it’s encrypted, so you have to be compliant in order to receive a decryption key so it cant be traced back to the original email.

UID2 is interoprable: LiveRamp, etc.

Workflows: publisher and advertiser

Publisher: a content provider asking for the UID2 email in exchange for providing the content. The publisher runs the email against the UID2 service. The email which is turned into a hash (a blob of letters and numbers, and its always unique), then they add a salt which is an extra layer of security. That is then encrypter, which is called a UID2 token, then the publisher puts it into the SSP

The Advertiser: very similar. Takes the email, runs it against the UIDs. the agency can do it or give it to the DSP or the DSP foes it. It’s the same process of turning the email into the hash.

THE RESULT

They can do all they want then: Frequency capping, targeting, optimiziation, measuring. They can do it across all channels. Not just browsing, but ctv, mbile, audio, display..they can apply this decisioning across all channels.

THE NETWORK EFFECT-as UID2 adoption grows, it solves for indentity and gives consumers control across all platforms

Consumers use between 7 and 8 devices. UID2 accomodates for this. UID2 does not replace cookies, it helps us measure how we reach and advertise to the consumer.

**This is the most important part of it all: The real success comes from Trade Desk partners: publishers, measurement partners, and advertisers. Everyone has to participate for it to be successful. OPEN SOURCE SECURED SOLUTION-the single identifier allows for targeted solutions. A SINGLE IDENTIFIER. There is no match rate problem- NO dropoff between who the advertiser wants to target and who (which consumer) the publisher has available on their website, this is why onboarding has never been easier. It is as easy as bringing your emails to your DSP or converting them to UID2 yourself, and now you have perfect matching for who you want to target (again, the email address which is hashed and turned into a UID2).**

**How do advertisers do it??? 1-Take your CRM database and generate a UID2 youself using an API endpoint 2-or give it to your DSP and the DSP will convert the emails for you.**

**How has Google responded to UID2?**

**Google as the SSP enables the encrypted ID to pass from the publisher to the Google SSP, but the DSP, DV360, will not be leveraging any third party IDs. Google DV360 only uses email from the logged in portion of the Google properties but wont use any third party IDs from the Open Internet.**

**How it functions: all workflow-Github has ALL THE INTEGRATION DOCUMENTS**

**For advertisers To try it: put your email address from your CRM into the Trade Desk and the Trade Desk can convert these emails incredibly easily into UID2.**

**Video 11 CTV and Open Internet can thrive in new world of identity**

**Important point for the first minute (Roku)**

The fastest way for content producters to grow is avod. Tension: identity, and price

For content producers to grow, they have to have a compelling offering. Cant show ten ads, can only show two. THIS IS WHERE the identity stuff in the above video comes in-this person belongs to the target segment. Those two have to be relevant. This means $30 cpm instead of $2 cpm. This is why identity solutions matter so much. Platforms can dominate. Publishers, like CBS, can exist on Roku and Amazon, they need a solution which helps resolve identity so they can better target and deliver relevant commercials to get the $30 cpm (shorter ad pods).

Advertisers want the RIGHT frequency. How many ads did they serve to the same consumer across platforms. So the issue is for the UNIQUE IDENTIFIER to be Looking at it across platforms (apps, websites). All this does is create different silos:

In a browser, it’s a cookie

In a mobile device, it’s a device ID

ON a connected device (Roku, Amazon)-also a Device ID. Roku will not share these device IDs.

If you create an alternative and get a common device ID, you can get $50 cpm instead of $5 cpm.

**The current issue is if you go from one silo to another, it doesn’t work. How do you look at your connected tv buy across all publishers? This is the challenge of the buyside. How do advertisers allocate?**

**8:30-9:15-this is a good diagram-how you use Nielsen, etc.**

**Open AP-OpenID-the problem is cross-screen reach and frequency. There is a digital and a linear piece, advertsiers go across both, allocating across these two.They collect all the server data on the fdigital side across all publishers and then work with measurement firms (ComScore, Nielsen, etc) In other words, advertsiers want to compare results from digital to linear spend.**

**So…google Nielsen GRP. This prolly works for linear.**

**10:45-11:30-UID-just checking to see if a user belongs to a segment that an advertiser wants to target. Helpful for publishers whose product is distributed across many different platforms.**

**13:00-13:30-big publishers like Viacom etc Standardized audience definitions create a common denomination, a common currency. Now, that’s what UID is doing because all ctv is done through a login. But for now…Roku and Amazon Fire aren’t going to pass along the Device IDs.**

**Video 12 Agency Strategies for the Future**

How do you take advantage of first party data

Stop focusing on rate. Fallacy firms asking for the lowest rate possible.

Identity is about TARGETING. i.e. you are in Nebraska and you are interested in sports, so let me give this to you.

They stress having your own first party data.