



“Trade Desk Demo”
Trade Desk
7.1.15

Goals

- Offering agencies and clients best technology to manage display, social, mobile, and video advertising campaigns

Competitor

- Open Platform APIs
- Work with a wide variety of partners
- Very effective
- Work with Omni channel retail

Capabilities

- Technology platform for media buyers
- Agency focused

Target

- Predictive Audience Targeting
- Demographics

Miscellaneous

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