

# Fact Sheet

The Trade Desk™ is the global leader in advertising technology, redefining how brands and agencies connect with audiences with greater precision and impact. Our self-service, cloud-based platform offers powerful tools to create, manage, and optimize programmatic campaigns across devices, leading to a better, more relevant ad experience for consumers. By partnering with leading data, inventory, and publisher partners, we expand reach and enable more strategic decision-making. We are committed to fostering a healthier global advertising ecosystem across display, video, connected TV, audio, and native formats. At the same time, we support quality journalism and premium content, driving the growth of the open internet and creating meaningful, objective value for all.

## Board of directors

**Jeff Green**, Chairman, CEO, and Founder  
**Lise Buyer**, Founder and Managing Partner, Class V Group  
**Andy Cunningham**, President, Cunningham Collective  
**Kate Falberg**, Board Member and Investor  
**Gokul Rajaram**, Caviar Lead, DoorDash  
**Samantha Jacobson**, Chief Strategy Officer and EVP  
**Alex Kayyal**, Partner, Lightspeed Venture Partners

## Financials

**Revenue:** \$2.4B in FY24, up 26% over FY23

**Net income:** \$832M in FY24, up 32% over FY23

## Employees

3,500+ worldwide

## Offices

Ventura (HQ)	Hamburg	Munich	Shenzhen
Bellevue	Hong Kong	New Delhi	Singapore
Bengaluru	Irvine	New York City	Stockholm
Boston	Jakarta	Paris	Sydney
Boulder	London	San Francisco	Taipei
Chicago	Los Angeles	San Jose	Tokyo
Denver	Madrid	Seattle	Toronto
Detroit	Melbourne	Seoul	Washington, D.C.
Dubai	Milan	Shanghai	

## Clients

We help advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. Our clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time bidding. We provide a wide scope of resources and support

to empower our clients, including a comprehensive e-learning curriculum covering introductory to advanced topics in programmatic advertising. Our commitment to client success is at the heart of everything we do — proven by our more than 95% client retention rate for the past 11 years.

## Leadership team



**Jeff Green**  
Chairman, CEO,  
and Founder

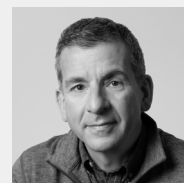


**Tim Sims**  
Chief Commercial  
Officer



**Jed Dederick**  
EVP and Chief  
Revenue Officer

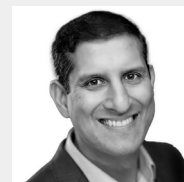
**Laura Schenkein**  
Chief Financial  
Officer



**Ian Colley**  
EVP and Chief  
Marketing Officer



**Jay Grant**  
Chief Legal  
Officer



**Vivek Kundra**  
Chief Operating  
Officer



**Samantha Jacobson**  
EVP and Chief  
Strategy Officer



**Tahnii Davis**  
EVP and Chief  
Accounting Officer

## Company culture

We're uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That's why we're proud to be recognized year after year as one of the best places to work by numerous organizations and media outlets.

## Awards and industry accolades

- Forbes America's Best Companies, 2025
- Institutional Investor Awards Most Honored Company, Best CEO, Best Company Board, Best IR Program, Best IR Professional, Best IR Team, Best Analyst Day, 2024
- U.S. News & World Report Best Company to Work For, 2024
- Business Insider Rising Stars of Adtech, 2024
- AdExchanger Top Women in Media & Ad Tech, 2024
- MM+M 40 Under 40, 2024
- Retail TouchPoints 40 under 40, 2024
- U.S. News & World Report Best Companies to Work for in Media, 2023-2024
- #5 WayUp Top 100 Intern Programs, 2023
- Fortune Best Workplaces in Technology, 2023
- Fortune Best Workplace for Millennials, 2023
- Great Place to Work Certification 2023: USA, CAN, U.K., IT, DE, SP, FR, JP, TWN, HK, SG, CN, AUS
- Adweek 50, 2022 and 2023
- Quadrant Knowledge Solutions SPARK Matrix for Ad Tech - Technology Leader
- Digiday Video and TV Awards - Best TV/ Streaming Ad Sales Product of the Year
- Marketing Excellence Awards Singapore, 2023
- Leader, Quadrant SPARK Matrix™ Ad Tech Platform report, 2022 and 2023
- Gartner® Peer Insights™ Customers' Choice for Ad Tech, 2022 and 2020
- Stevie Awards for Customer Service Success, 2023
- Business Insider Rising Stars of Adtech, 2023
- Business Insider Hottest Adtech Companies, 2022
- BIG Innovation Award for Technology Product, 2022
- Top Women in Media and Ad Tech, 2022 and 2023
- Sales and Marketing Technology Awards, Top Product of the Year, 2022
- Leader, Gartner Magic Quadrant for Ad Tech, 2021 (third year in a row)
- #1 in Campaign Piloting, Gartner Critical Capabilities report, 2021
- #1 in Media Plan Creation, Gartner Critical Capabilities report, 2021
- #1 in Campaign Result Analysis, Gartner Critical Capabilities report, 2021
- Forbes 2022 Global 2000 list
- Fortune's Future 50 list, 2020
- Fortune's 100 Fastest-Growing Companies of 2021
- Fortune's 100 Best Medium Workplaces (five years in a row)
- Stevie Award for Great Employers, 2022
- Top 100 Software Companies of 2021
- Best TV/Streaming Ad Sales Product of the Year, Digiday Video and TV Awards, 2023
- Adweek Readers' Choice: Best of Tech
- Campaign's Digital Media Awards — Best Use of Data, South China Morning Post (SCMP) and The Trade Desk (Hong Kong)

## Philanthropy

Strategic corporate giving partners to

## Product portfolio



### Demand-side platform

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



### Koa™

Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently



### Planner

Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start



### Data management platform

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation



### Publisher management platform

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third-party deal library



### Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market

## Contact us

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