



# Unlock the power of Connected TV advertising with The Trade Desk

Maximise your TV branding investment across channels, access premium broadcast inventory at scale, and manage your entire digital buy with The Trade Desk.

The UK is leading the European cord-cutting trend<sup>1</sup>. According to eMarketer, nearly 40 million people — or almost 59% of the population — will watch on Connected TVs in 2021<sup>2</sup>. If you're only advertising on broadcast TV, you could be missing out on core audiences for your brand. Turn on Connected TV (CTV) on The Trade Desk to amplify your omnichannel campaigns and reach your most desired audience.

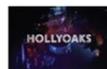
## ADD PREMIUM TV TO YOUR PROGRAMMATIC PLAYBOOK

Three quarters of our biggest advertisers already run Connected TV ads through our platform. Why? Because it brings the targeting and measurement capabilities of programmatic to your TV campaigns, helping you reach a bigger audience and fully understand performance.

- **More engagement:** Studies show that CTV advertising drives higher view-through and retention rates than linear TV advertising<sup>3</sup>.
- **Premium inventory:** Run your ads alongside popular TV shows and movies, in front of an audience that's fully invested.
- **More control:** Set frequency caps to determine how many times a viewer sees your ads across all of their connected devices to eliminate waste and overspend.
- **Better measurement:** Track the impact of your CTV campaigns with digital and traditional metrics, such as video completion rates.
- **Drive better performance:** Through targeting options\*, such as time of day/week, device make and model, pre-targeted audiences, and more.

## CAPITALISE ON THE TRADE DESK'S ACCESS TO PREMIUM TV INVENTORY AND BROADCAST CONTENT

### Supply-side platform (SSP)/exchange integrations



### Publishers/broadcasters



**Sources:** <sup>1</sup> UK leads Europe's cord-cutting, Advanced Television, April 2019; <sup>2</sup> Connected TV Users, UK, eMarketer, 2020; <sup>3</sup> Engaging the Mind, MAGNA, December 2018 ;

\* Where made available by broadcasters.

**Connected TV on The Trade Desk:** the impact of Premium TV advertising, delivered with the precision and control of digital.