



## Maximize live sports advertising on The Trade Desk

Advertising during live sports is highly coveted, because these real-time games and events tend to draw large audiences that are highly engaged and attentive. For decades, sports have anchored consumers to their cable subscriptions, but as more and more viewers cut the cord, sports streaming has quickly gained mainstream acceptance. In fact, in a recent study, we found that only 35 percent of U.S. viewers identify cable or satellite TV as their primary method of watching sports.<sup>1</sup>

Live sports viewership tends to be unique in that viewing can fluctuate dramatically with the spikes and lulls from viewers tuning in, unlike the steady stream of traffic seen by other media and television programming. Many marketers have prioritized programmatic advertising to reach their sports-loving audiences wherever they're watching, but up until now, the technology has generally struggled to keep up with the unique viewership patterns. That's why we've built a new, more agile pacing system for live sports and events, specifically designed to optimize budgets in anticipation of these fluctuations.

### WHAT DID WE BUILD?

We are introducing a new workflow and pacing system for marketers who want to focus on maximizing the impact of their spend on live sports inventory. If you target a live sports deal with the correct pacing setting during campaign setup, our platform will automatically activate this new pacing system to bid more effectively when there is variability in viewership patterns.

Our traditional pacing system works a bit differently. It's built on a probabilistic bidding model, which means our platform analyzes traffic patterns to better understand the inventory in order to help campaigns bid more effectively and much faster. However, in order for our platform to understand the traffic, it requires a warmup period to learn viewership behaviors and patterns. Because of this, live sports campaigns can sometimes miss out on opportunities to bid during spikes and surges early on — and that's exactly what we're solving for.

<sup>1</sup> YouGov and The Trade Desk Intelligence, custom research, fielded June 27 to June 30, 2023, USA.

## NEW BIDDING TECHNOLOGY TO MAXIMIZE LIVE SPORTS AD OPPORTUNITIES

With our new pacing system, we are revolutionizing our bidding technology to no longer require this warmup period during live sports and events. Now campaigns on our platform can safely bid immediately and more often during these desired surges in viewership, which helps maximize bidding opportunities.

This new technology leverages what we call an "allowance system," which looks at a variety of campaign inputs like total budget, remaining budget, flight dates, provisional wins, and expiration times of bids across relevant data centers, and calculates a biddable allowance amount. This enables you to take advantage of every ad opportunity during these time-constrained periods while mitigating the risk of overspending.

## FREQUENTLY ASKED QUESTIONS

### Does this need to be set up as a separate campaign?

It's recommended but not required.

### What type of clients best suit this use case?

This was built for clients who are focused on maximizing spend against live sports as a stand-alone campaign. The budget will be spent as soon as possible. For clients interested in spending on live sports with video on demand, the existing workflows should be used.

### Can I use audience targeting?

Yes, audience targeting is supported. However, please note that the more restrictive the audience, the more difficult it will be to spend. We recommend broad audiences, like demos.

### Does this tech still respect frequency caps?

Yes, frequency settings are still respected with this new workflow. Frequency goals are not recommended, as they may interfere with our new bidding technology.

### Can I set specific budgets by game?

Yes. If the client would like set budgets for each game, the recommendation is to create two separate flights, with each flight only running for the duration of each game.

## BEST PRACTICES FOR ADVERTISERS

### New campaign setup

- We will aim to spend the total budget as soon as possible within the flight.
- Note: If you want to pace your campaign for multiple games, each game should be a separate flight.

### All deals must be marked as Live Sports/Events

#### We recommend adding the football contract group:

- 'The Trade Desk Library - US - Live Football (NFL and NCAA)
  - All Devices including Connected TV (CTV), Football - NFL & NCAA

### Ad group setup

- Set to Pace as Soon as Possible.
- We will aim to spend the total budget as soon as possible within the flight.
- Note: If you want to pace your campaign for multiple games, each game should be a separate flight.
- Additional ad group settings:
  - Koa Optimizations: off
  - Advanced Frequency Management:
    - Do not set frequency goals.
    - Frequency caps are allowed.
  - Geotargeting is allowed.
  - Audience targeting is allowed (the broader, the better).
- For net-new ad groups, please make sure setup is completed at least three hours prior to game time.

### Make sure minimum bids are in line with the floor rates set by the publisher.

### Creative

- Check creative length (60 seconds and above will most likely have a different deal associated).
- Make sure creative was previously used on Connected TV with the supply-side platform the current deal is using to avoid delays associated with creative approval.