



 theTradeDesk

# FOOTBALL SEASON ALLOWANCE SYSTEM

Connecting with consumers quicker and more often, across  
the evolving sports landscape during football season



CONNECTIONS WITH SPORTS FANS WHILE THEY ARE WATCHING SPORTS IS ESPECIALLY IMPACTFUL

## What is the opportunity for football season?



Source: Advertiser Perceptions and The Trade Desk, 2022-2023

20%

of advertisers' linear and CTV budgets will be dedicated to sports in 2023

58%

of advertisers say that reaching their target audience is the biggest benefit of activating against live sports



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Consumers are shifting away from linear to watch these big moments

**Only 35%**

of viewers identify cable or satellite TV as their primary method of watching sports

Source: The Trade Desk Intelligence and YouGov custom research fielded June 27-30, 2023; USA

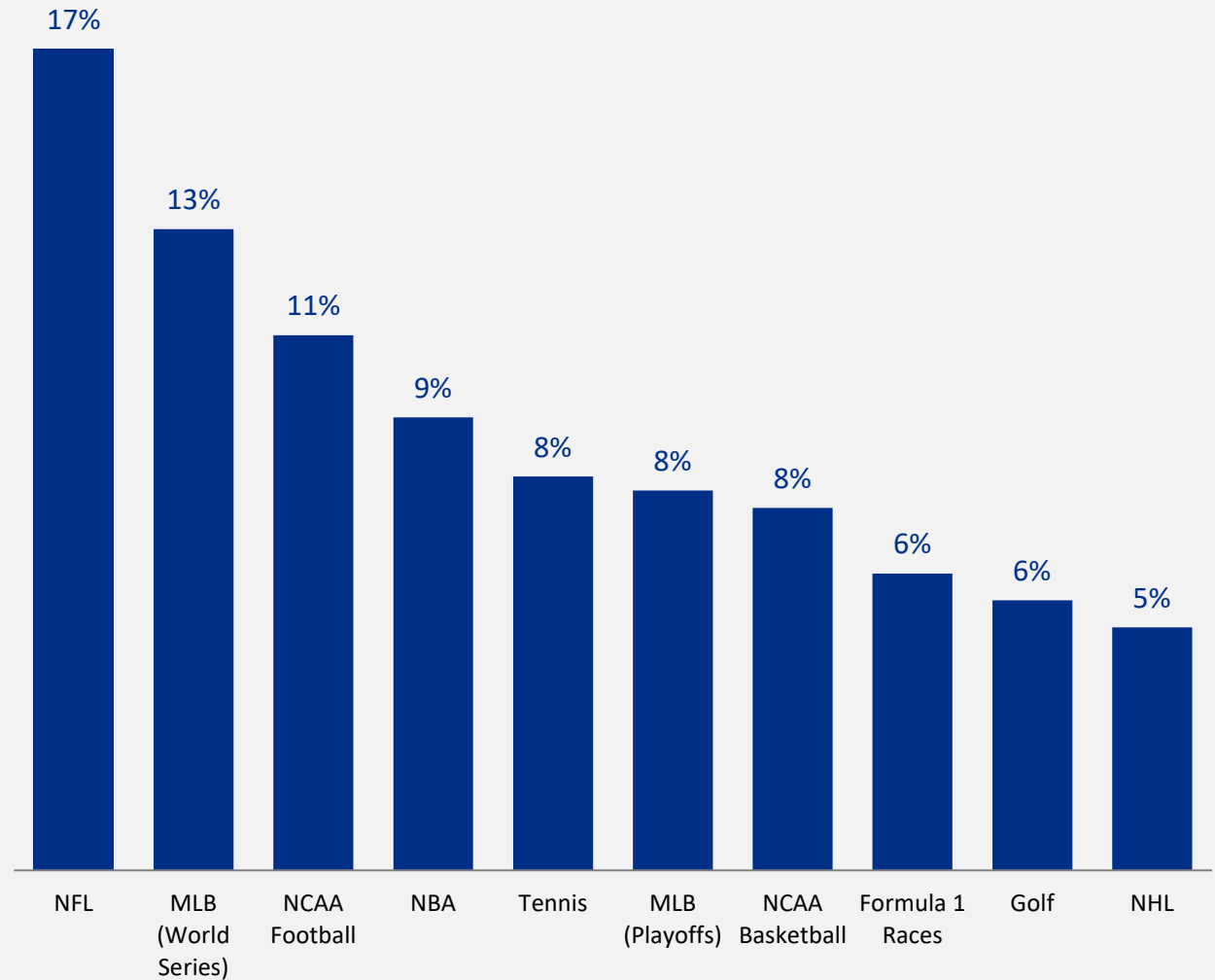
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Fall sports are heavily streamed, with football as the sport most regularly streamed by U.S. adults



NFL is the most regularly streamed sport by U.S. adults, with 21% of Americans regularly watching football via streaming (NCAA Football or NFL)

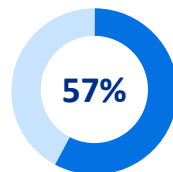
% OF AMERICAN REGULARLY STREAMING FALL SPORTS





# Football fans and viewers

## Age



are either Millennial or Gen X

## Income



64% are mid-high-income earners

## Gender

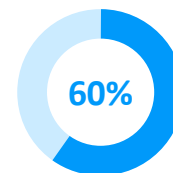


51% male



49% female

## Device



say their most important device is a smartphone

## Interests



>59% are interested in music, movies, and dining out



A high-angle, top-down photograph of four men gathered around a computer monitor. They are all looking at the screen with expressions of intense focus and excitement. The man on the far left is wearing glasses and a blue hoodie, smiling broadly. The man in the center is also wearing glasses and a dark t-shirt, with his mouth open as if shouting or cheering. The man on the right is wearing a blue denim shirt and has his hands clenched in fists. The man on the far right is wearing a red hoodie and is looking down at the screen with a serious expression. The lighting is warm and focused on the group, creating a sense of a late-night, high-stakes environment. The background is dark and out of focus.

Partner with The Trade Desk to bring your  
football season strategy to life

# Bringing it all together to activate your fall sports strategy

Tap into our robust data marketplace to reach key football audiences



Users who play football



Users who watch NFL & NCAA Football

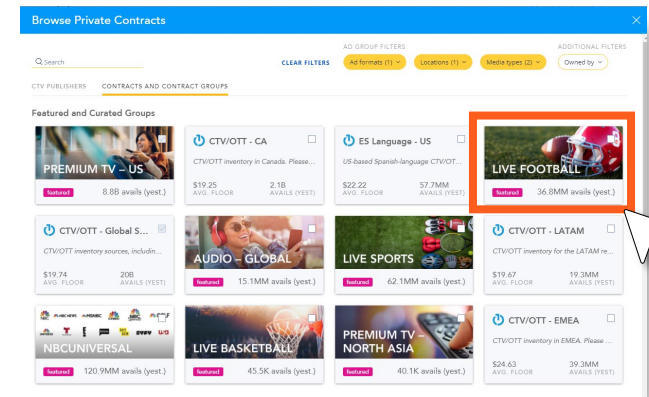


Users who are in-market and/or purchased football equipment / gear

Unlock access to football fans-targeted inventory through our private marketplace

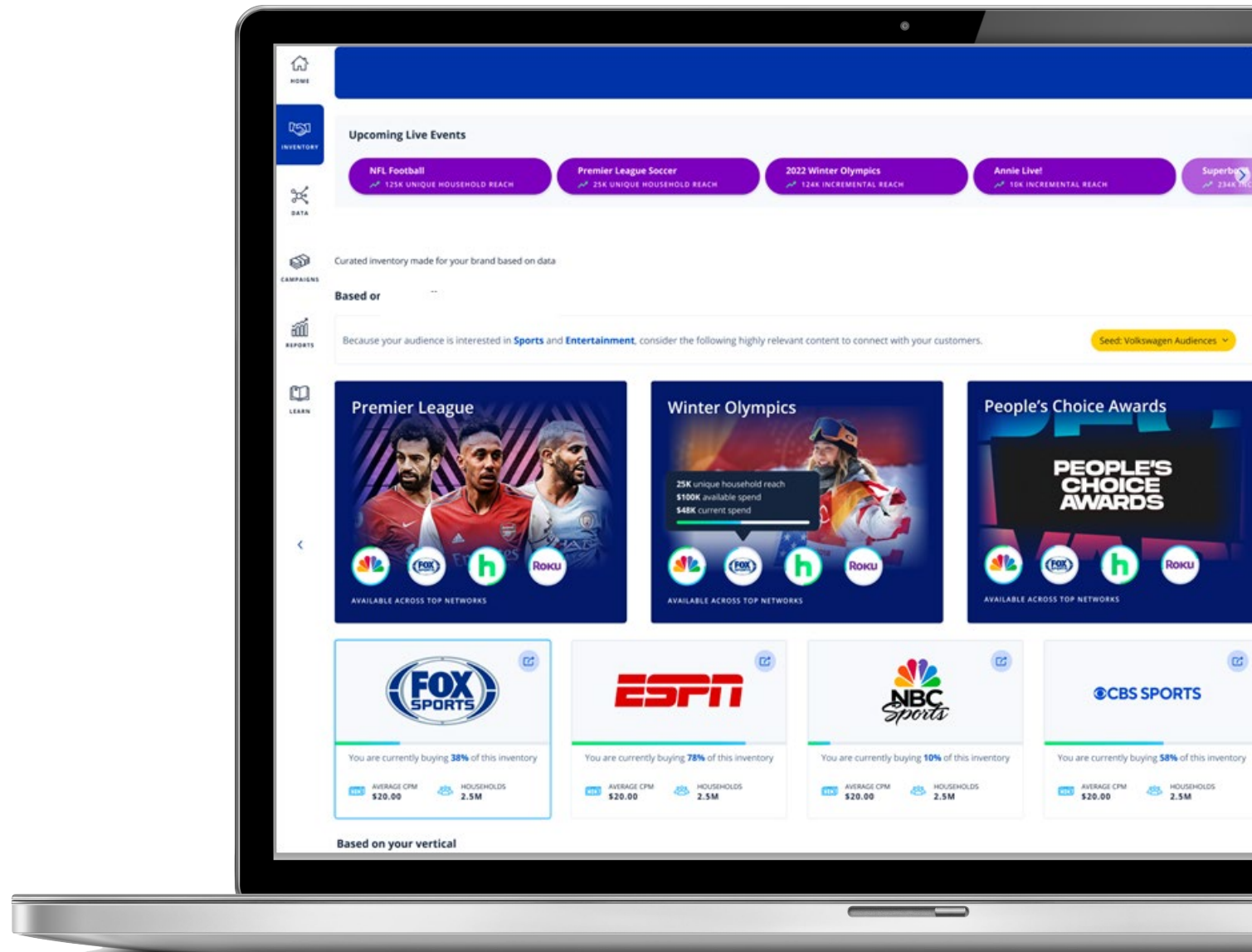


Activate the live football contract group with one easy click



# We are building products to enable advertisers to further maximize the sports opportunity

Take advantage of every ad opportunity during these time-constrained periods while mitigating the risk of overspending





# Live Sports Pacing System - The Allowance System

The Trade Desk has developed a **new pacing algorithm** that's built to optimize & improve the way we buy live sports inventory.

Differently from our existing system that bids on a probabilistic model and has a warmup period, this system will bid immediately on the opportunities we see.

It considers 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.

It's set via a selection on the deal to mark the inventory as Live Sports/Events and by the ad group pacing set to ASAP.

## Notes

- Limited GA for end of August
- Focused on NFL but works for other live sports
- Specific setup required
- Respects targeting parameters

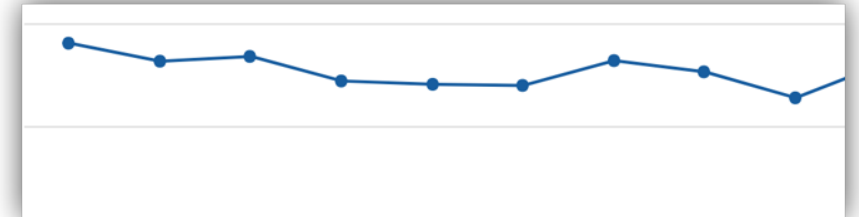


The screenshot shows the 'Contract Information' panel in The Trade Desk. It includes the following details:

- Contract Type:** Private Auction (PMP)
- Partner:** Acquisio
- Live Sports/Events:** A green checkmark icon and a blue information icon are present. Below them, the text reads: 'This contract is running only against Live Sports and/or Live Events.'
- Advertiser Priorities:** A green checkmark icon and a blue information icon are present. Below them, the text reads: 'Enable Advertiser Priorities'

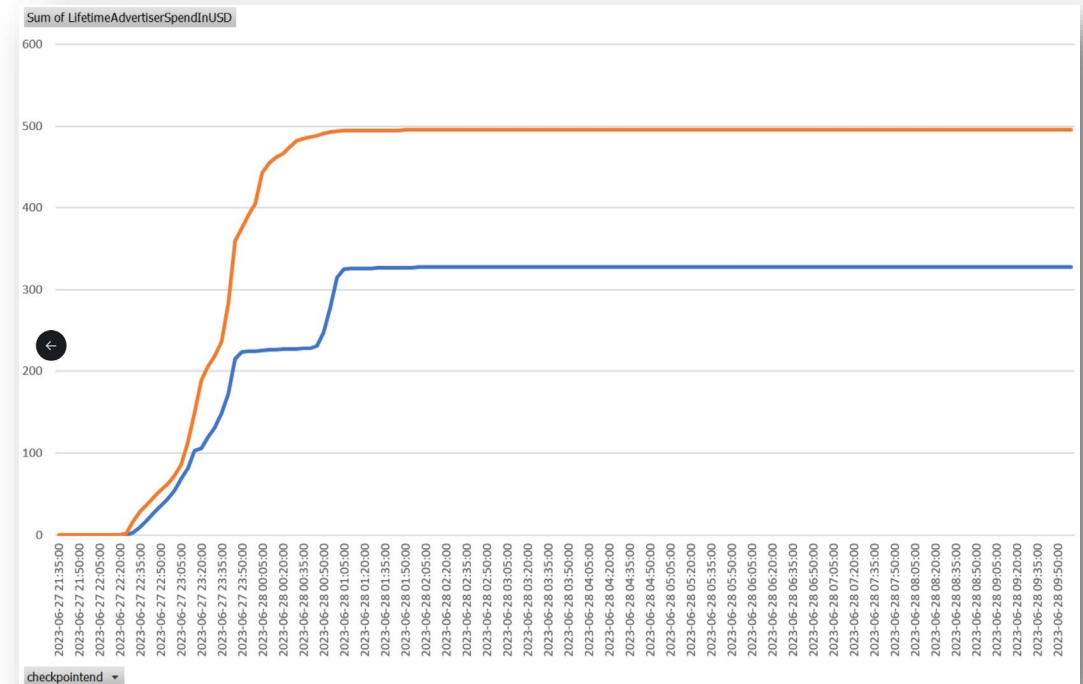
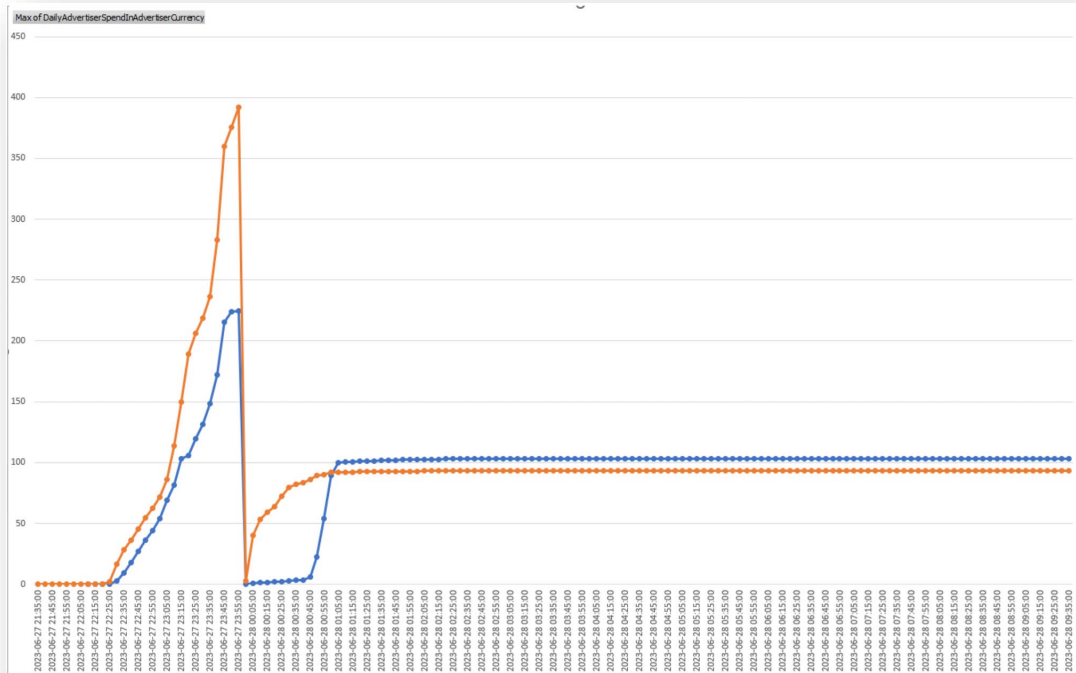
At the bottom of the panel, there are two tabs: 'PRIORITY' and 'ADVERTISERS', with 'ADVERTISERS' being the active tab.

Standard vs. Live Sport avails



## HEAD-TO-HEAD TEST

# How does the Allowance System compare to the traditional Keep Rate system?



- Keep Rate System
- Allowance System

### KEY TAKEAWAYS

- The **Allowance System spends faster and more** than the existing system **during short flights**
- We bid **~49% more** with the **Allowance System** and were able to **spend 99% of the budget**
- With the **Keep Rate system**, we only spent **66% of the budget**



Now is the time  
to  
put this  
fall sports  
strategy  
into action



A person is seen from behind, sitting on a couch and watching a football game on a large television. The person is holding a black remote control in their right hand. In the foreground, there is a white bowl of popcorn and two green glass beer bottles. The background shows a living room setting with a potted plant on a side table and a dark wood entertainment unit. The overall atmosphere is relaxed and social.

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**THANK YOU!**

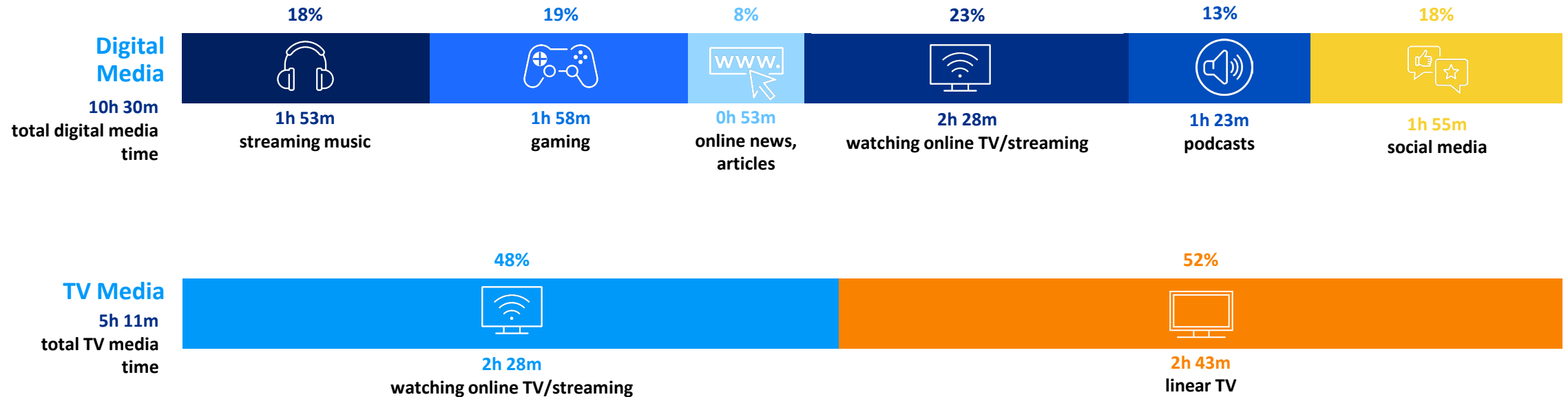


# Live sports best practices

- 1 Create a separate ad group for live sports at least 3hr prior to flight start
- 2 Set the ad group to pace as soon as possible
- 3 Set the cap as the max amount you want to spend on the event
- 4 Bid aggressively. Live sports inventory typically has a higher floor.  
Take a broad approach for targeting to ensure scale, including:
- 5
  - Set a broad audience and geos
  - Target all device types
  - Target live sports contract groups instead of individual inventory deals
  - Work with your Client Services team for guidance on frequency settings as there is no one size fits all recommendation

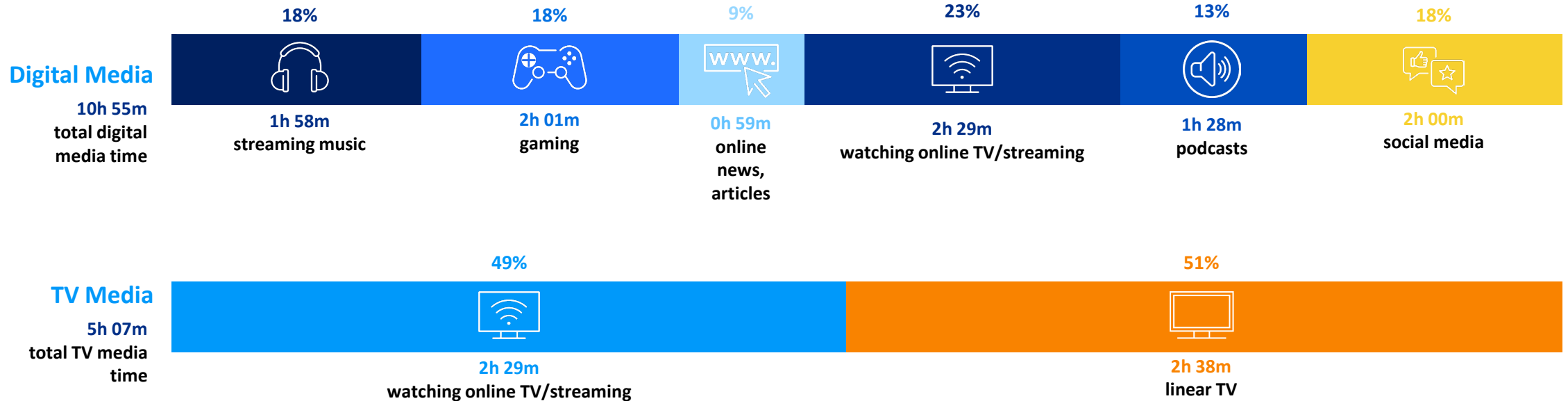
- 6 Assign only deals that are marked as Live Sports/Events
- 7 Create a separate flight for each event you want to run against
- 8 Follow creative spec recommendations to ensure assets are up to spec. Recommended practice is to make all creatives mezzanine or rotate four creatives that cover mezzanine high, medium and low to guarantee delivery across different deals
- 9 Turn off Koa optimizations if the focus is to spend the budget
- 10 For net new ad groups, set the flight to start ~1hr ahead of game time to ensure it is distributed to all bidders before game time

# And these football fans are spending time on the open internet, as well as a significant portion of TV time watching OTT/CTV





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# Additional resources

[Live sports one-sheeter](#)

[Larger Fall Sports focused deck](#)