



Olympics with The Trade Desk

Win more impressions when it matters most.

Advertising during live sporting events is highly coveted because these real-time games tend to draw large, highly engaged audiences. Live sports viewership is unique in that viewing can fluctuate dramatically with the spikes and dips as viewers tune in, unlike the steady stream of traffic seen by other media and TV programming.

What separates us from the rest

That's why we've developed an even more agile pacing system for live tentpole events, tailored to anticipate and optimize for fluctuations. Now, campaigns on our platform can securely place bids immediately and more frequently during peak viewership periods, maximizing bidding opportunities.



Major clothing brand reduced **CPUHH by 70%** on biddable live sports versus programmatic guaranteed

↑ **37%**

An automotive brand saw **37% incremental household reach** on a live sports campaign



Major SaaS company saw a **46% reduction in the average number of impressions** needed for conversion

4xROAS

A major electronics manufacturer saw a **4x ROAS impact** from running in live events via PMP

NBCU Olympics Best Practices Guide

AD GROUP SET UP

Campaigns targeting NBCU Olympic PMPs should be created in the Solimar user interface

✓ **Create a new ad group**

- Create a separate ad group for targeting NBCU Olympic PMPs and mark it as 'Live Sports/Events.' This will ensure the new live events pacing system is applied to the ad group.

✓ **Set correct pacing settings**

- Make sure your ad group is set to pace with the following settings:
 - As Soon As Possible
 - To Daily Spend Cap
 - For example, if your budget is \$100k for the entirety of the Olympics, the Daily Cap should be the maximum spend an advertiser wants to spend in one day

✓ **Make sure to disable potential scale blockers**

- Turn off the following settings on your ad group:
 - Auto Allocator
 - Predictive Clearing

✓ **Set longest campaign flight possible**

- Campaign flight should be for the entirety of the Olympics to maximize scale and delivery flexibility
 - Trials: 6/15-6/30
 - Games: 7/24-8/11
 - Paralympics: 8/28-9/8

AD GROUP BEST PRACTICES

- Avoid frequency goals if possible
- Frequency caps are allowed
- Geotargeting is allowed
- Audience targeting is allowed with the recommendation to keep audiences broad



Check in with your AM to verify your campaign is ready to launch.

NBCU Olympics Best Practices Guide

CREATIVE SUBMISSIONS

For Olympics, buyers need to upload creatives to an ad group for NBC approval ahead of actual bidding. This will ensure that NBC can receive all creatives ahead of time for review and campaigns can scale faster without creative issues.

- ✓ **Within your ad group, assign creatives to the Olympic PMPs as soon as possible**
 - This will trigger a workflow for the creatives to be automatically ingested by NBC for review
 - Ad groups do not need to be enabled to initiate the pre-ingest workflow
- ✓ **NBCU will 'approve' or 'reject' a creative and the creative status will be pushed to TTD within the ad group**
 - If the creative status is 'pending,' NBCU has not yet reviewed the creative (NBCU has committed to a 4-hour SLA for creative reviews)
 - If the creative status is 'rejected,' check for feedback and rejection reasons by hovering over the publisher icon
 - For any rejected creatives, re-upload corrected creatives and re-assign them to the Olympics PMPs to trigger a new review cycle from NBC

CREATIVE BEST PRACTICES

- Ensure creatives meet [NBCU Olympic Specifications](#) and **always** include a mezzanine file
- All creatives **must** be uploaded as new creatives for the Olympics PMPS
- Rotating creatives? The largest video in rotation will be pre-ingested by NBCU for approval. Subsequent rotations will be ingested by NBCU at bid time and subject to a 1-hour approval turnaround
- :60s creatives should only target the :60s Olympics PMP



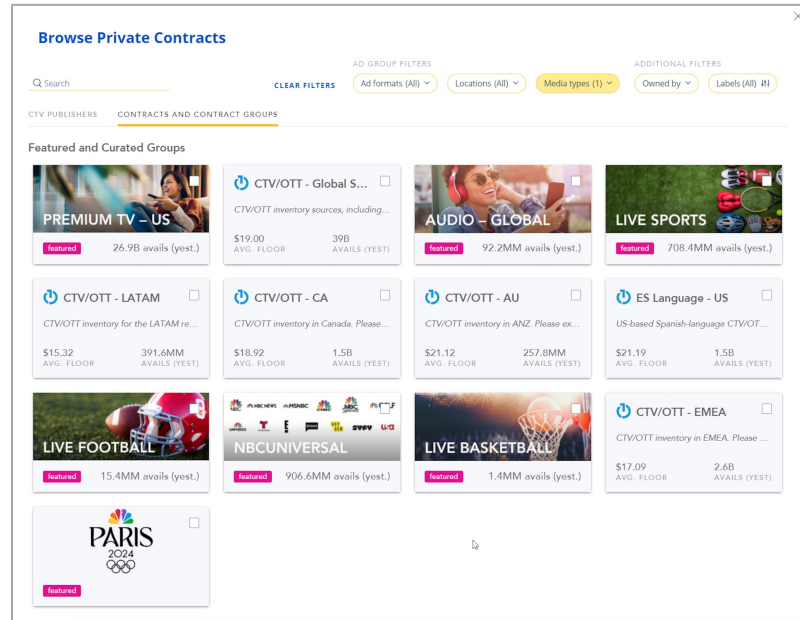
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HOW TO TARGET NBCU OLYMPICS PMPs

Depending on client preference, choose from these options:

- Featured Olympics tile in TTD UI:
 - Navigate to your campaign
 - Select your ad group
 - Select “Private Contract” rail and go to “Browse”
 - Search for “Olympics NBC PMP” to surface the Olympics tile
- Target the Contract Group labeled "Olympics (NBC PMPs only)"
- Target your desired specific Olympic PMP deal ID (see deal IDs below)



NBCU OLYMPIC PMPs

Olympic Trials

- Deal ID: NBC-OLY-01170

All Olympic Video (15/30s)

- Deal ID: NBC-OLY-01169

All Olympic Video (60s)

- Deal ID: NBC-OLY-01168

Olympics Highlights, Full Event Replays, Virtual Channels (15/30s)

- Deal ID: NBC-OLY-01171

Olympics Highlights, Full Event Replays, Virtual Channels (60s)

- Deal ID: NBC-OLY-01172



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