

The omnichannel advantage



Break through on the open internet with omnichannel on The Trade Desk

74%

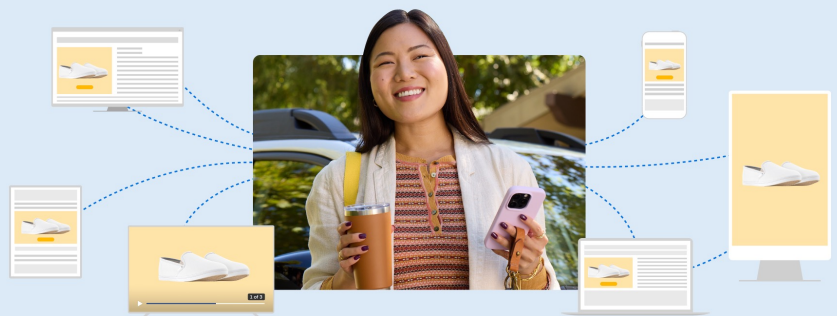
Amount of time spent online on the open internet¹

1K+

Number of ads the average internet user sees each day²

Make every impression count

- ✓ Get more control of every touchpoint with a consolidated plan
- ✓ Reach more of your most valuable audience, wherever they are engaged
- ✓ Amplify your message across channels to help move users down the funnel more efficiently
- ✓ Prove the impact of each channel with insights into the entire customer journey



Better for your customers

Neurological evidence shows that balanced omnichannel campaigns are 1.5x more persuasive and 2.2x less cognitively fatiguing than heavy exposure on a single channel³.

Better together

2.2x

Less cognitive fatigue

14%

Decrease in CPA with each additional channel

Better for your campaigns

Performance data shows that each additional channel can decrease CPA by 14% and cost per household by 21%⁴. Plus, frequency savings can be reinvested back toward media.

¹ GWI, 2023, USA; The Trade Desk Intelligence

² Siteezy 2024 Advertising Awareness Research, August 2024.

³ The Trade Desk Intelligence x PA Consulting. The Alchemy of Omnichannel, 2024, US, UK.

⁴ DISQO benchmarks*, TTD campaigns 2023 n=56 ; TTD Platform Wide Global analysis of campaigns with CTV, FY 2023, n=550,387

How to unlock more omnichannel value



Ch

Channels

View what **channels** you're currently running on and discover additional channels that can help you drive more business outcomes.

FL

Funnel Location

Gain a comprehensive view of how your media buy maps to **upper-, middle-, and lower-funnel strategies**, and find new ways to help maximize your overall campaign impact.

- Use **campaign groups** to see insights into the relationship between your channels and campaigns.
 - Enable **omnichannel optimization** to prioritize channel combinations that can increase your impact.
 - Discover **recommended channels** that can expand your reach and align with where your audience is spending time online.
- **Awareness:** Discover qualified leads to help increase brand awareness and generate interest.
 - **Consideration:** Influence your prospects to learn more and become customers.
 - **Conversion:** Drive more outcomes by motivating already interested prospective customers to take a specific action.

What does an optimal setup look like?

This example shows how an advertiser might use a common channel mix to drive conversions in a full-funnel strategy.

Group campaigns with the same seed and objective.

Campaign Group

Goals

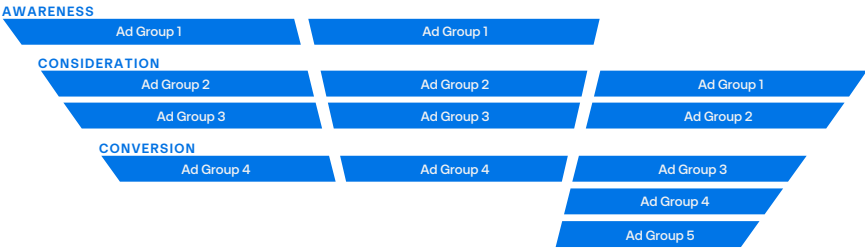
CPA

Break out campaigns by channel.

CTV	Audio	Display
-----	-------	---------

CPA

Represent the full funnel within each campaign or campaign group.

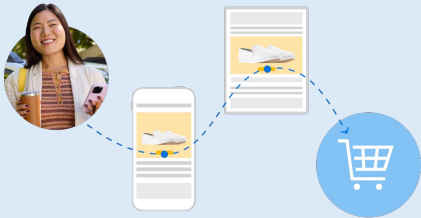


Reach

CPC

CPA

- ☑ Retarget the same audience across channels to help move them down the funnel.
- ☑ Discover new cross-channel insights and learn which combinations perform best for your brand.



This information is provided solely for background and is not a representation or guarantee of any future performance.