Fivetran

Cheat sheet: The Trade Desk connector

Tips & tricks to start integrating your advertising exchange data

What is The Trade Desk (TTD)

The Trade Desk (TTD) is a media buying platform (AKA demand side platform) for marketers, advertising agencies and their service providers. Ad buyers can leverage the platform to create, manage and optimize data-driven digital advertising campaigns across ad formats and channels on many devices.

The platform integrates with major inventory, publisher and data partners to provide ad buyers reach and decisioning capabilities. Their bid-factor-based system allows users to define desirable factors and their respective values. Based on these factors, the platform can compute the value of impressions in real time and bid only for optimal impressions.

Steps customers must take to enable TTD connector

The Trade Desk is currently in Beta stage.

For customers to enable the TTD connector they need to execute on two documents:

- Access agreement - This is an agreement with the customer and TTD to allow TTD to send data to Fivetran.
- API addendum - There may be an upfront cost attached to the addendum, but it varies by customer type and tier.

TTD manages the end-to-end execution of the paperwork. Customers should reach out to their TTD Account Manager to learn more about the paperwork and upfront costs.

Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your CRM, support tools and more.