

Hightouch & The Trade Desk for Offsite Media Networks

Transform your cloud data warehouse into a self-service audience curation, activation, and measurement solution for your offsite media with Hightouch and The Trade Desk.









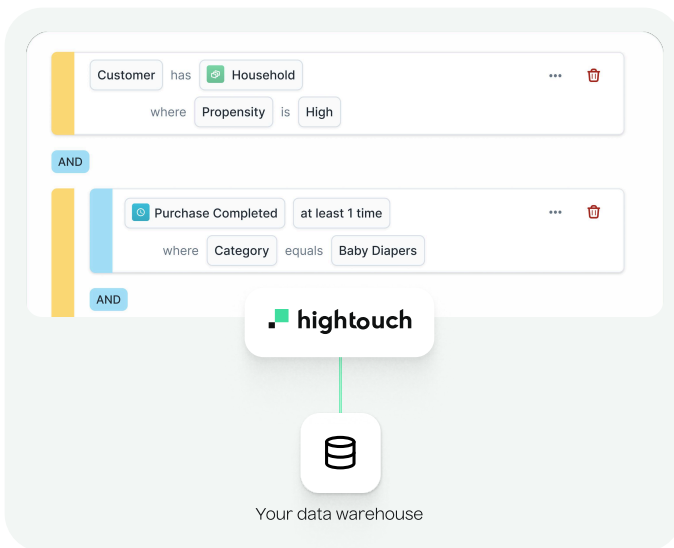



Build an end-to-end offsite media network on your cloud data warehouse with Hightouch and The Trade Desk. Curate audiences, activate across 150+ publishers, and build white-labeled performance reports with full access to your campaign data.

Stand out, win more ad dollars, and command premium prices with Hightouch and The Trade Desk.

Build audiences & conversion feeds in minutes

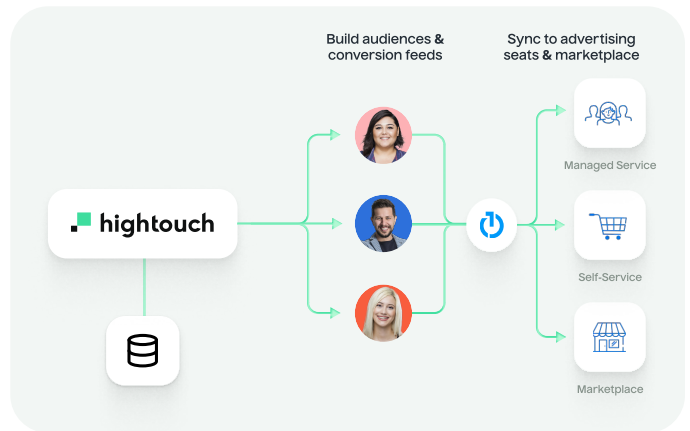
Easily build custom audiences for every advertiser and campaign in minutes, without engineering support. Create brand-specific data feeds to share conversion events with advertisers for self-service campaigns.



Audiences are built directly on the business's source of truth in their cloud data warehouse, ensuring audiences are fresh, accurate, and compliant.

Monetize audiences across the open internet

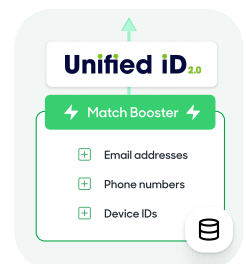
Sync audiences and conversion feeds directly to your own ad account for managed services or your partner's account for self-service. Unlock new revenue streams by listing audiences on The Trade Desk's third-party data marketplace.




Boost reach and ad revenue without exposing PII

Increase ad sales revenue by boosting audience reach with Match Booster.

With the flip of a switch, Hightouch appends high-quality identities to your audiences using UID2 to protect the privacy of every person.



Closed-loop measurement that you control

Run holdout tests to prove incrementality to clients. Build and share white-labeled reports using log-level exposure data made available in your cloud data warehouse.



“Success for Bol.com is directly linked to our ability to create relevance for our advertisers, partners, and customers—and that means serving hyper-specific ads to granular audience cohorts.”



Rick Assies

Group Product Manager at Bol.com