THE TRADE DESK

Location
United States

Industry
Advertising Technology

Website
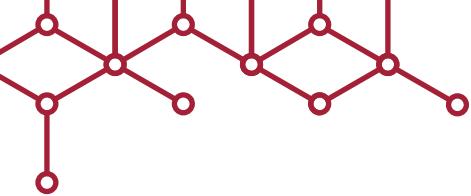thetradedesk.com

Solution
Managed Hosting
Connectivity

SUMMARY

In the fast-paced world of programmatic ad buying, it's not seconds that count – it's milliseconds. To stay ahead of the competition The Trade Desk, a global technology platform for sophisticated buyers of digital advertising, required a technology partner that could deliver speed, volume and agility.

COMPANY OVERVIEW

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific.

BUSINESS CHALLENGE

Advertising technology or "AdTech" is a highly competitive industry where every millisecond counts. As a technology leader on the demand side, The Trade Desk is known for providing agencies and advertisers with the best technology, the best information, and the best performance available today.

But that level of competitiveness doesn't come easy. Consider the industry's sheer volume and velocity: The Trade Desk sees, on average, up to 9 million queries per second. Each query is an advertising buyer jockeying to score the best inventory at the best price. To do their job effectively, buyers need access to the most accurate information in real time.

According to Director of Engineering Carl Johnson, speed is of the essence. "When it comes to winning new business, it is speed that gets us in the door, but it's our approach to the technology challenge that puts us head and shoulders above the competition."

To always stay fractions of a second ahead of the competition, The Trade Desk offers best-in-class technology supported by an agile engineering team that ships code weekly. When the expectation is a network complex and fast enough to deal with a petabyte of data a month, the list of eligible partners gets narrow. On top of that list was Aptum, a technology partner with unmatched network performance and robust hyper-scale solutions required for consuming, analyzing and actioning big data workloads in real time.

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> – Carl Johnson, Director of Engineering, The Trade Desk

THE SOLUTION

In 2011, The Trade Desk migrated to Aptum, and today, has a more global footprint with custom-configured, state-of-the-art servers in North America and Europe.

Aptum provides The Trade Desk with a telecom-grade, fully customizable infrastructure and super-fast network capable of connecting its database, webservers and partners at scale and across its global footprint. Aptum's wholly owned, redundant FastFiber Network® and MPLS networks offer high network performance with incredibly low latency – critical to The Trade Desk's success.

MANAGED HOSTING

Let us keep your critical systems running at peak performance. An extensive suite of services for storage, network IT, virtual servers, applications, databases, and other foundational hardware and software. Utilizing our high performance network and state-of-the art technology.
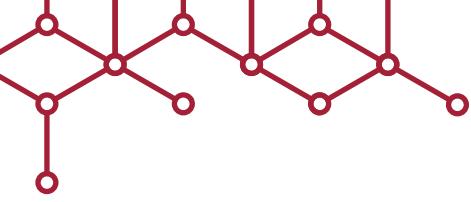
BUSINESS BENEFITS

In an industry where the finish line is always moving, Aptum helps The Trade Desk stay ahead of the pack. To maintain those milliseconds of advantage for buyers, The Trade Desk is constantly optimizing on the hardware side – servers, CPUs disks, firewalls and switches. In addition, they are always forecasting, looking at capacity and growth planning as well as saturation points.

Aptum is able to provide input and guidance based on its advanced approach to technology lifecycle management. In fact, Aptum has shortened its recommended timeframe to ensure The Trade Desk is updating hardware on a two-year cycle.

"With Aptum, we have an infrastructure provider that understands large, big, fast and robust," said Johnson. "The global footprint and dedicated, knowledgeable team at Aptum form one of the pillars of The Trade Desk's low-latency programmatic advertising infrastructure."

Aptum also has peering agreements with all the major ad exchanges, helping reduce latency even further. And Aptum's dedicated AdTech team understands the industry in-depth, helping clients like The Trade Desk stay up to date on the latest rules and regulations impacting the industry, such as changes to the laws around Personally Identifiable Information.

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In addition, Aptum's global footprint is helping support The Trade Desk's expansion to new markets. As growth in North America slows, there's an opportunity for the company to take advantage of new markets as they start to adopt programmatic buying.

"For The Trade Desk, it's not only crucial to be in these growing markets, but to be able to deliver as the strongest player in all of them," said Johnson.

WHY NOT PUT APTUM TO WORK FOR YOU?

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www.aptum.com

ABOUT APTUM TECHNOLOGIES

Aptum Technologies enables customers to unlock the potential of their data infrastructure to drive tangible business outcomes and maximize the value of their technology investments. Aptum's Data Center, Cloud, Hosting and Connectivity solutions, underpinned with expert Managed and Professional Services, offer genuine choice and adaptability combined with international reach spanning North America, Latin America and Europe. In Canada, through its Fiber business, Aptum is the first neutral host provider of turnkey small cell connectivity, augmenting an extensive metro network across Toronto and Montreal. Aptum is a portfolio company of Digital Colony, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit www.aptum.com.