



### Background to Campaign / Challenge / Objectives (300 words min.)

*Provide as much context as possible on the client/agency challenges, and the business problem you were looking to address, as well as the objectives set for the campaign.*

As one of the UK's largest [company type], [brand name] distinguishes itself by [enter detail here]. The brand was looking for [enter detail here around the solution / objective / problem they were looking to address] to drive [enter detail here]. In addition to setting its sights on some ambitious campaign goals, [brand name] and its agency partners — [agency name] and The Trade Desk — were also looking to achieve [enter detail here of additional goals]

### Solution / Strategy (200 words min.)

*Outline approach and considerations, along with technology and innovation aspects of the campaign put forward in order to meet the campaign objectives. Refrain from just listing the features or capabilities that were used!*

[agency name] team of ad tech experts led the [project], flawlessly executed through a unique combination of human expertise and cutting-edge programmatic technology from The Trade Desk. Their in-depth platform knowledge, paired with our intuitive workflow and feature-rich platform, ensured [enter detail here success related detail]

### Execution (200 words min.)

*Focus on the elements of campaign execution i.e. the detail; breakdown main campaign steps or milestones along the way.*

Here's how they did it. See below examples of how you can articulate the use of products and technologies to solve business problems.

- **Universal Pixel.** By implementing our Universal Pixel, the [agency] team not only benefitted from in-depth reporting and insights but was able to develop strategies around potential new audiences across the entire consumer funnel — from prospecting to retargeting.
- **Audience Predictor.** Finding new audiences that “look like” past converters helped [agency] cost-effectively boost campaign reach with new high value prospects. That reach was extended even further by [enter detail].
- **Koa AI.** Our AI engine Koa analyses historical data from more than nine million impression opportunities every second to learn from historical clearing prices. [agency] used this data to optimise its bids for each impression.

### Results (100 words min.)

*This is your opportunity to show-off metrics and performance. Try to include at least 3 data points, ideally showing how the campaign outperformed and exceeded expectations. Also, use this as an opportunity to explain any new insights that were uncovered through the activity.*

The team quickly and seamlessly [executed campaign detail] see below for Koa example:

Within hours of going live, Koa started learning and optimising. Within two weeks, the campaigns were already outperforming their target CPA goal, achieving a [xx]% decrease from the CPA that had been achieved in the previous solution.

Key highlights: see below for examples:

- **[campaign name]:** XX% decrease in CPA (xx% within the first two days of activation, due to the power of Koa)
- **[campaign name]:** xx% reduction in CPA within a month (xx% within the first two days)
- **[campaign name]:** CPA reduction of xx% by the second day