

The Trade Desk Announces Campaign Planning with Seed Data in 2024

Beginning in Q1 2024, campaigns placed with The Trade Desk can use “seed data” for targeting purposes. This will give advertisers the ability to start with a third-party data signal as an input, and be recommended additional, relevant third-party segments for targeting.

WHAT IS SEED DATA?

As published in [The Current](#), The Trade Desk defines a seed audience as “a group of customers who serve as a basis to find other customers with similar interests or behaviors who might be interested in a brand’s product.” Seed data can be comprised of demographic, behavioral or purchase data for a specific group of customers that is sourced through a brand or third-party that serves as a foundational building block for audience targeting.

WHO WILL THIS AFFECT?

Roughly 50% of programmatic advertising campaigns being placed through TTD. Currently, about half of all TTD campaigns are using first-party data. So that leaves the remaining 50% that are not using first-party data to now have the option of using third-party seed data to initiate audience targeting.

HOW WILL SEED DATA WORK IN TTD?

- A seed can be built using existing audience segments already available in TTD’s platform.
- Once a seed is built or activated, TTD then uses this as the foundation to be applied using an algorithm to pull in lookalike and other relevant audience segments already available in the campaign targeting catalog.
- It is still up to the user to select segments they want to activate as part of the targeting process.
- The algorithm based on the seed will inform the recommended audience segments for usage and rank them based on how closely they match with the seed (similar to TTD Audience Predictor feature).



HOW CAN ALLIANT HELP?

- Alliant has 2000+ trusted segments already in TTD and available to be used for a seed.
- Alliant data is deterministic and sourced from billions of real-world transactions.
- Data for modeling is Alliant’s core business.
- Alliant has great match rates in TTD when campaigns activate first-party data via third-party data audience segments, usage, and results.
- Have Alliant build a custom audience optimized through **predictive modeling** to meet your exact targeting needs that can be activated in TTD.
- There is NO cost to use Alliant data as seeds in TTD.

NEED ASSISTANCE?

Don’t hesitate to reach out to Alliant audience support.



AUDIENCE HELP DESK

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Available 24/7

The Data Partner of Possibilities

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