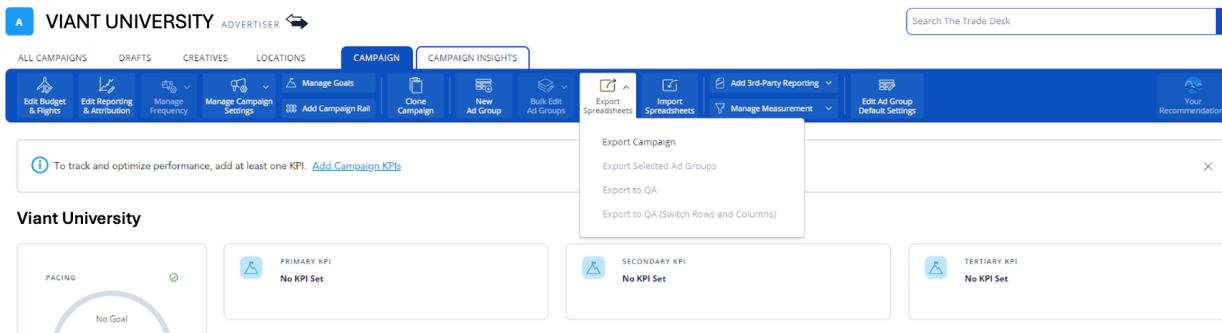


THE TRADE DESK TO VIANT MIGRATION

SUMMARY

To streamline your campaign management, this guide provides step-by-step instructions for exporting your campaigns from The Trade Desk and uploading them to the Viant DSP. Whether you're a seasoned trader or media buyer, this documentation will ensure a smooth and efficient transition, maximizing your campaign's performance and reach.

1. Log into your [Trade Desk account](#)
2. Navigate to the campaign you want to export.
3. Click on "Export Spreadsheets" and then "Export Campaign"



4. Check off all the boxes in the “**Standard references**” and “**Advertiser-specific references**” and click on "Export"

Export Campaigns and Ad Groups to Edit

What file type would you like to export?

- XLSX (Recommended)
- .CSV

Would you like to download any reference materials?

Any selected materials will be downloaded in a file separate from your ad groups

Standard references

These references will list out what standard values are accepted for each column - these are values that don't change depending on the user or advertiser, but are constant and accessible to everyone

REFERENCE TYPE	DESCRIPTION
<input checked="" type="checkbox"/> Standard settings and targeting	Includes standard settings (e.g., pacing) and targeting (e.g., language), as well as targeting for third-party vendors (e.g., Grapeshot) and device makes and models
<input checked="" type="checkbox"/> Standard inventory targeting	Includes standard site and app categories, as well as all available app names and sellers
<input checked="" type="checkbox"/> Standard geography	All possible values for standard geographies (DMA, postal codes, cities, etc.)

Advertiser-specific references

If you need to target, block, or assign items that were created under or made available to your advertiser, you can download the materials below to find up-to-date lists of these values

REFERENCE TYPE	DESCRIPTION
<input checked="" type="checkbox"/> Library lists	Includes Location, Site, and Custom Category lists
<input checked="" type="checkbox"/> Audiences and tracking tags	Includes all custom audiences, as well as pixels and data used to customize Koa Audience Predictor / Retargeting (if relevant)
<input checked="" type="checkbox"/> Creatives	Includes all creatives

CANCEL EXPORT

5. Below is a sample sheet of what gets exported for "Campaign"

Campaign Id [Read Only]	yyeh86m
Campaign Name	SKP Summer'21
Advertiser [Read Only]	STEM Kids Plus\$id:lxows6a
Description	
Objective	None
Primary Channel	None
Goals	
Audience	
AutoAllocator Enabled	TRUE

AutoAllocator Mode	Automatic
Time Zone Id	UTC
Pacing Mode	PaceEvenly
Comscore Settings	
Nielsen Settings	
Reporting and Attribution	(SKP Image Pixel\$Id:xx8nl4o; Identity Alliance with Household);
Custom CPA Calculation	
Custom CPA Pixels and Weights	
iSpot Settings	

6. Once you've completed the above steps, contact your Viant Account Representative.

FREQUENTLY ASKED QUESTIONS

1. Can I bulk export campaigns from The Trade Desk and bulk import them to Viant?

Yes, you can bulk export campaign details from The Trade Desk and import them into Viant using Viant's Spreadsheet Editor templates. You can also work with your Viant Account Representative for assistance with this process.

2. What fields are directly transferable from The Trade Desk to Viant DSP?

Below is a list of fields that can be easily transferred over from The Trade Desk to Viant via the Spreadsheet Editor. Highlighted fields on The Trade Desk column denote fields that can be transferred to Viant with the new field name from the "Viant DSP" column.

Viant DSP	The Trade Desk
Campaign	Campaign
Name	Name
Start Date	Ad Groups - Flight Dates
End Date	Ad Groups - Flight Dates
Lifetime Budget	Ad Groups - Budget in Advertiser Currency
Frequency Cap Time Period	Ad Groups - Frequency Cap (Single)
Optimization Goal	Objective
Order	Ad Groups
Name	Ad Groups - Ad Group Name
Status	Ad Groups - Status
Optimization Goal	Ad Groups - Goal Type
Lifetime Budget	Ad Groups - Budget in Advertiser Currency
Daily Budget	Ad Groups - Daily Target in Advertiser Currency
Lifetime Impression Cap	Ad Groups - Budget in Impressions

Daily Impression Cap	Ad Groups - Daily Target in Impressions
Name	Ad Groups - Ad Group Name
Status	Ad Groups - Status
Base CPM Bid	Ad Groups - Base Bid
Data.Adelphic Audiences - Include	Ad Groups - Audience
Demographics.Household - Include	Ad Groups - Target Household Devices
Demographics.Language - Include	Ad Groups - Language Targets
Demographics.Language - Exclude	Ad Groups - Language Blocks
Device.Browser - Include	Ad Groups - Browser Name Targets
Device.Browser - Exclude	Ad Groups - Browser Name Blocks
Device.Carrier - Include	Ad Groups - Carrier Targets
Device.Carrier - Exclude	Ad Groups - Carrier Blocks
Device.Device ID - Include	Ad Groups - Ad Environments Targets
Device.Makes & Models - Exclude	Ad Groups - Ad Environments Blocks
Inventory.Content Categories - Include	Ad Groups - Category - App Targets

Inventory.Content Categories - Exclude	Ad Groups - Category - App Blocks
Inventory.Exchanges & Sites - Include	Ad Groups - Private Contracts Targets
Inventory.Exchanges & Sites - Exclude	Ad Groups - Private Contracts Blocks
Location.Countries, Regions & Cities - Include	Ad Groups - Geography Targets
Location.Countries, Regions & Cities - Exclude	Ad Groups - Geography Blocks
Location.Location Lists - Include	Ad Groups - Geography Targets
Location.Location Lists - Exclude	Ad Groups - Geography Blocks
Quality.Integral Ad Science Brand Safety Segments - Include	Ad Groups - Integral (IAS) Display Brand Safety

3. Besides some of the fields that cannot be transferred from The Trade Desk to Viant, what other differences or changes can I expect?

When transitioning from The Trade Desk (TTD) to Viant, programmatic traders and media buyers should expect these key differences:

1. Customer Support and Interface: Viant offers personalized, highly-rated customer support and a user-friendly interface, making campaign setup quick and efficient. In contrast, TTD, while known for its advanced user interface and troubleshooting capabilities, can be less responsive, especially for mid-sized agencies.

2. **Identity Resolution and Data Management:** Viant uses the Viant Household ID, which consolidates various identifiers (first-party cookies, MAIDs, IP addresses, etc.) to provide accurate targeting and measurement across channels. This differs from TTD's Unified ID 2.0, which is email-based and requires widespread adoption, introducing potential privacy concerns.
3. **Connected TV (CTV) and Omnichannel Capabilities:** Viant provides robust CTV capabilities with direct access to premium inventory and detailed reporting on CTV's impact on conversions, integrating seamlessly across channels. TTD also focuses on CTV but does not match Viant's level of integration and omnichannel efficiency.

4. **How should I address concerns from traders that using Viant will require extensive training to become proficient with a new platform?**

While The Trade Desk is known for its robust platform and advanced features, Viant offers a complementary approach with a strong focus on data-driven insights and audience activation. Viant is a powerful tool for unlocking hidden audience segments and driving incremental reach and a great complement to your Trade Desk campaigns. By expanding your DSP toolkit to include Viant, you'll gain access to new inventory sources and optimization strategies, ultimately enhancing campaign performance and diversifying your media mix. Most of the skills developed using The Trade Desk are directly transferable to Viant, making the transition smoother than you might expect.

5. **What impact should I expect on the performance of my campaigns?**

When switching from The Trade Desk to Viant, you should expect some changes in the performance of your campaigns. Performance can vary

between providers due to differences in technology, data integration, and reporting methods.

Viant's interoperable identity resolution solutions and advanced reporting suite are designed to keep up with the latest industry trends, technology, and attribution methods. This ensures that your campaigns are measured accurately. Additionally, Viant provides real-time reporting, which allows you to quickly measure and optimize your campaigns. This helps you maximize your return on ad spend by making timely adjustments based on precise data.

Questions?

Reach out to your Viant Account Representative with any questions or for next steps.