NEW YORK & LOS ANGELES--(BUSINESS WIRE)-- Global advertising marketplace, Index Exchange, is the first supply-side platform (SSP) to share the compelling results from its integration with The Trade Desk's unified ID solution. The Trade Desk (Nasdaq:TTD) is offering its extensive, global cookie footprint at no cost to the digital advertising industry at large. The partnership between these two independent leaders in programmatic advertising allows marketers and publishers to improve effectiveness by increasing addressable audience reach.

Since adopting the unified ID solution, Index Exchange's marketplace has seen significant lift in user coverage, or match rates. Index Exchange has seen match rates reach 99 percent, resulting in better audience reach for advertisers and more yield for publishers.

"We are committed to developing new approaches that deliver meaningful results for publishers, buyers, and consumers. We're excited to partner with The Trade Desk on unified ID, as it raises the entire ad tech industry to a higher standard by improving the efficiency of cookie-based user syncing across the internet," said Andrew Casale, President and CEO, Index Exchange. "Providing their global cookie footprint at no cost benefits our entire ecosystem, allowing for greater audience addressability as well as faster web pages."

Adoption of the free unified ID solution allows all parties across the supply chain (SSPs, DSPs, DMPs and data providers) to utilize The Trade Desk's enormous cookie footprint to increase their own cookie coverage across the independent internet. Additionally, companies have also signed up to receive the unified ID solution from the Index Exchange Header Tag Wrapper. These companies, many of which are seeing significant match rate lift, can ingest the ID into their marketplaces and distribute it to partners, including DSPs.

"The fact that Index Exchange has already seen higher match rates from their implementation of the unified ID solution validates our decision to offer our cookie footprint at no cost," added Jeff Green, CEO and Founder of The Trade Desk. "We're excited to see similar results as adoption builds and the solution gains momentum, strengthening the industry at large."

The unified ID solution is one of a handful of identity solutions that allows industry players to speak the same language when it comes to cookie IDs. As others in the industry adopt universal cookie IDs, the efficiency and effectiveness of digital advertising will continue to improve. Both Index Exchange and The Trade Desk are also working closely with other ID solutions like the Advertising ID Consortium to continue to improve the digital advertising ecosystem.

About Index Exchange

Index Exchange is a global advertising marketplace where premium digital media companies sell their ad impressions openly and in real-time. Built on the pillars of neutrality, clarity, and the most reliable technology, Index is the ad exchange that media companies trust. With no other business interests to divide its attention, Index's sole focus remains connecting media companies with premium demand at massive scale. Visit Index Exchange at www.indexexchange.com or @indexexchange.

About The Trade Desk, Inc.

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 more expressive data-driven digital advertising campaigns across ad formats, including display, video, audio, native, and social, on a multitude of devices, such as computers, mobile devices, and connected TV. 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. To learn more, visit thetradedesk.com or follow us on Facebook, Twitter, and LinkedIn.

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