

The Trade Desk

Setup Guide for DOOH Campaigns

Introduction: DOOH with The Trade Desk

This is your essential guide to navigating the integration between The Trade Desk (TTD) and VIOOH Trading Manager. As DOOH continues to evolve, this partnership allows you to leverage premium, brand-safe outdoor inventory with the same precision and data-driven approach you apply to the rest of your digital channels.

Global Access via Single Deal ID

Use VIOOH Select to bypass the complexity of fragmented markets. Access premium, curated international inventory through one streamlined deal ID, reducing operational overheads of global activations.

Omni-channel Integration

Manage your DOOH spend with the same TTD workflow as CTV, display and mobile. This unified approach allows for synchronised cross-channel optimisation and centralised budget management without platform-switching.

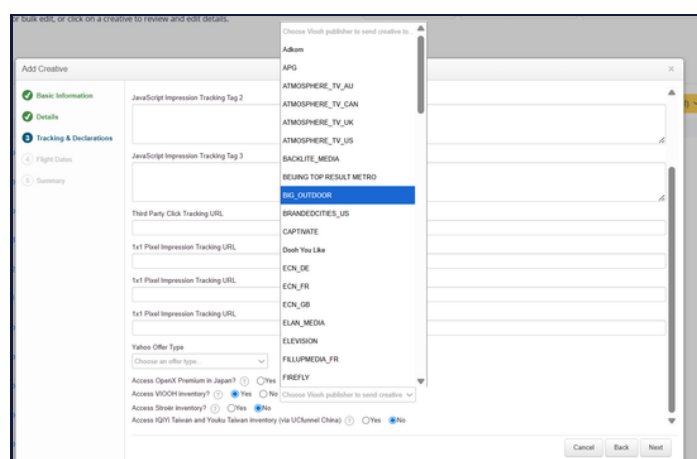
Frictionless Setup

Eliminate manual errors and delay. With Automated Deal Sync, negotiated deals appear directly in your TTD seat, while the Impression Multipliers ensure every bid is accurately valued and comparable to your other digital metrics.

Creative Submission

Important: Initiate the creative upload and approval process as soon as assets are finalised—even before your Deal IDs are generated. If your campaign involves **multiple publishers**, you will need to upload your creative(s) as many times as the amount of publishers (1 creative per publisher).

- 1. Initiate Upload:** Use the standard creative upload workflow within the TTD platform.
- 2. Enable DOOH:** Toggle the “Access VIOOH Inventory” option to “Yes”.
- 3. Select Publisher:** In the VIOOH published dropdown, select the specific Media Owner (e.g. JCDecaux UK).
 - Note:** If you are running a curated VIOOH Select deal, you must select “VIOOH Select” specifically.
- 4. Finalise:** Click “Approve” and monitor the status under “Supple Vendor Audit Status”.



Best Practices

To ensure your campaign stays on track, adhere to these technical requirements:

The “Short URL” Rule

While TTD requires a clickthrough URL for all uploads, it is non-functional for DOOH. Keep this URL as short as possible (e.g., your brand’s homepage). Excessively long URLs or complex tracking strings can trigger system errors, leading to immediate creative disapproval.

The “No-Edit” Policy

Any change made to a creative after submission - including minor name edits or tracking updates - will automatically revert the status to **‘Pending’**. This breaks the sync, requiring a full re-upload and a fresh moderation cycle by the Media Owner.

VIOOH Select vs. Individual Media Owners

There are currently 80+ Media Owners available. If your campaign leverages VIOOH Select (our curated multi-market offering), you must select ‘VIOOH Select’ as the publisher. If you select an individual Media Owner for a curated deal, the sync will fail.

Troubleshooting Checklist

Issue	Likely Cause	Resolution
Status is 'Pending' despite Media Owner approval.	A change was made to the creative name or metadata after the initial sync.	Re-upload the creative and resubmit without further edits.
Media Owner cannot see creatives in VTM.	The creative was uploaded but not 'Approved' in the TTD UI.	Navigate to the creative in TTD and ensure the final 'Approve' button was clicked.
Creative status shows as 'Disapproved'.	The mandatory clickthrough URL is too long or formatted incorrectly.	Re-upload using a simplified, short URL (e.g., brandname.com).

Deal Creation

There are two primary methods for transacting VIOOH inventory within The Trade Desk. Your choice depends on whether you require a bespoke, negotiated deal or immediate access to pre-configured inventory.

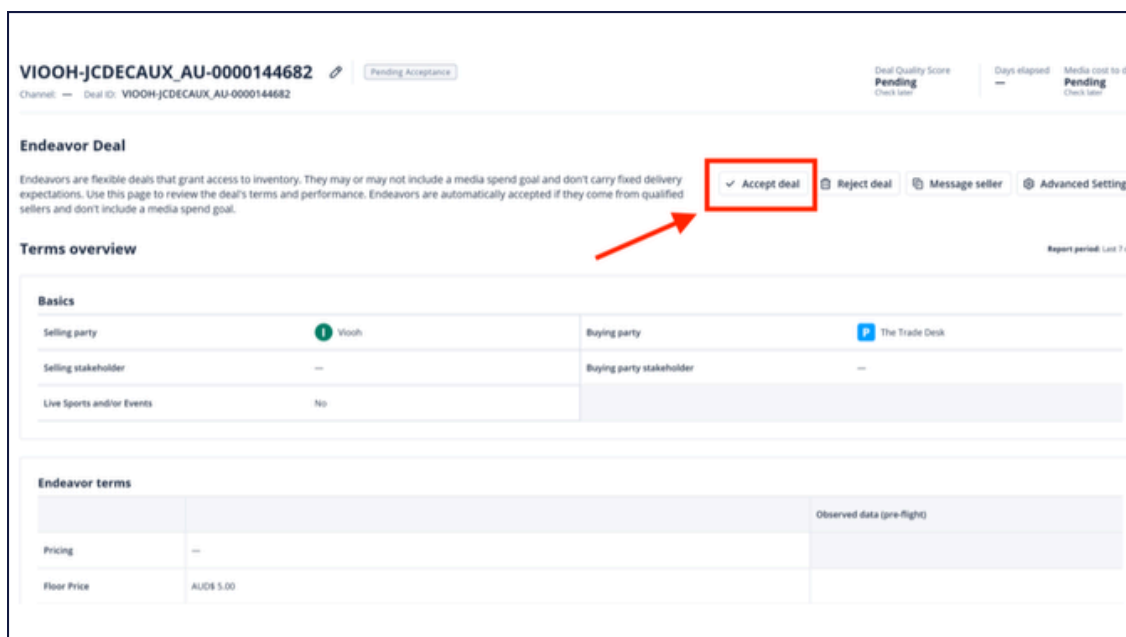
Route A: Single-Buyer Deals (Automated Sync)

Best for: Custom pricing, Programmatic Guaranteed (PG) deals or specific inventory commitments

Important Change: As of February 5th, 2026, TTD has removed the ability to manually create deals. All bespoke deals must now be initiated by the Media Owner and "pushed" to your seat via **Automated Deal Sync**.

The Setup Process:

1. **Retrieve your Seat ID:** In the TTD platform, navigate to the **Advertiser [A]** tile. Copy your **Default Partner Seat ID**.
2. **Contact Media Owner:** Send this Seat ID to your VIOOH or Media Owner representative. They will use this to "target" the deal to your specific seat within VIOOH Trading Manager (VTM).
3. **Accept the Proposal:** Once the deal is pushed, it will appear in your TTD account in the **Deal Desk** section.
4. **Verify & Activate:** Review the pricing and inventory details. Once accepted, the deal will be available for selection at the Ad Group level under the **Forward Market and Deals** tile.



Important: You must ensure that the **Channel Type** in its **Ad Group** is set as **"OUT OF HOME"**. Once the deal is applied, make sure the option **"Target my first and third-party deals only"** is selected.

Route B: “Always-On” Multi-Buyer Deals

Best for: Rapid activation, test campaigns and standard pricing across premium inventory.

For buyers looking for maximum speed-to-market, many Media Owners provide Always-On (AO) deals. These are evergreen private marketplaces (PMPs) that constantly stream bid requests to TTD.

- **No Acceptance Required:** Unlike Route A, these deals do not require a proposal workflow. They are already "live" and waiting for your bid.
- **Discovery:** You can find these by navigating to **Inventory Selection** and selecting the **Forward Market and Deals** tile. From here, you can search for and add the AO deals to your campaign.
- **Selection Logic:** Some Media Owners maintain multiple AO deals (e.g. divided by environment or price floor). If you see multiple options, verify the correct Deal ID with your VIOOH or Media Owner contact to ensure your bid is prioritised correctly.

Screen Targeting

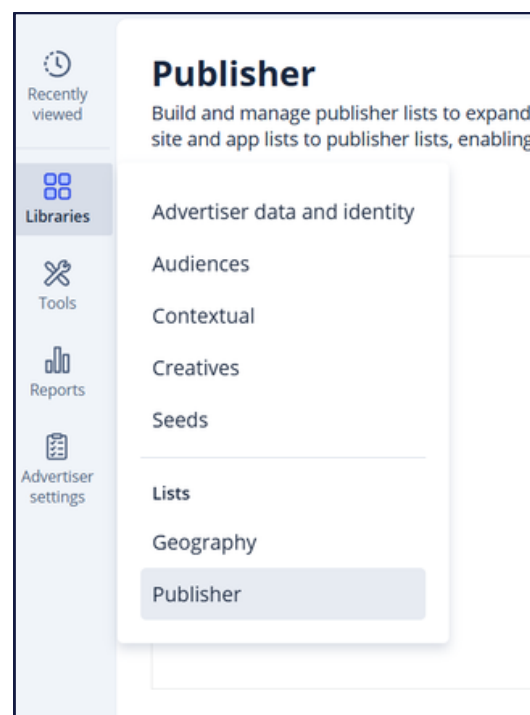
While VIOOH deals are often pre-filtered to meet your requirements, you may occasionally need to target a specific subset of screens - particularly when using "Always-On" deals that cover an entire network. You can achieve this level of precision by utilizing Frame (Screen) IDs.

In the TTD ecosystem, Frame (Screen) IDs are treated similarly to Site URLs and Apps. Depending on your campaign structure, you can manage these at the Advertiser, Campaign or the Ad Group level. The recommended approach by TTD is as follows;

Step 1: Create at the Advertiser Level

1. **Navigate to Library:** Within the TTD Kokai interface, go to the **Libraries** section in the left-hand navigation.
2. **Select Publisher:** Click on **Publisher** (this is the centralised hub for all site, app and frame lists).
3. **Create List:** Choose between creating a Publisher List (selecting 'site' rather than 'Publisher' or 'App'), Upload List (by downloading the template) or 'Copy & Paste List

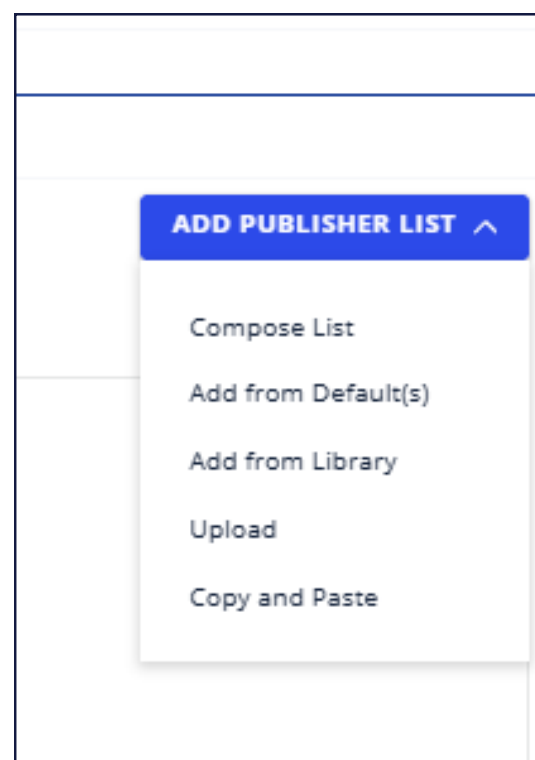
Note: Creating the list at the Advertiser or Campaign level means it can be used across multiple Campaigns or Ad Groups.



The screenshot shows the 'Upload Publisher List' dialog box. On the left is a sidebar with navigation icons for 'Recently viewed', 'Publisher list library', 'Tools', 'Reports', and 'Advertiser settings'. The main area has a title 'Upload Publisher List' and a 'Name' field containing 'Publishers'. Below this are two tabs: 'Target List' (active) and 'Block List'. There is a 'Publisher' dropdown menu with the text 'Start typing to add publishers' and a 'BROWSE PUBLISHERS' button. A search bar with a magnifying glass icon and the word 'Search' is also present. A large empty box contains the text 'Start building your publisher list' and 'Items or lists you include or exclude will appear here'. At the bottom right are 'CANCEL' and 'SAVE' buttons. On the far right, there is a 'Create publisher list' dropdown and a 'results' section with a '25' dropdown and navigation arrows.

Step 2: Activate at the Ad Group Level

1. **Select Ad Group:** Navigate to your live Ad Group and go to **Inventory Selection**.
2. **Targeting:** Scroll to the **Publisher List**, then **Ad Group Targeting**.
3. **Apply Frame IDs:** Using the 'Site' field and manually entering, or by clicking '**Add Publisher List**' and selecting the Publisher List you created in the Library, composing a new one on the fly or upload another list.
4. **Verify:** Once applied, TTD will only bid on the specific Frame IDs contained in your list, even if the deal ID technically includes a wider network.



Audience Reach Percentage (ARP)

Audience Reach Percentage (ARP) is The Trade Desk's proprietary optimisation engine for DOOH. It allows traders to move beyond "loop-based" buying and instead prioritize spend based on real-time audience density.

What is ARP?

In TTD's framework, the ARP metric quantifies the proportion of your target audience reached by a specific screen, compared to the total audience present in that screen's vicinity.

- **Standard DOOH:** Buys a "share of voice" or a rotation on a screen regardless of who is standing in front of it.
- **TTD with ARP:** Evaluates the audience composition of every play and automatically shifts your budget toward the screens and times of day that offer the highest target audience concentration.

Strategic Implications for Traders

When utilising ARP, your campaign behaviour will differ from standard OOH executions. Keep the following in mind for planning and analysis:

- **Inventory Fluidity:** Because the algorithm "cherry-picks" the highest-value impressions, you may see a high volume of **bid requests (avails)** but a lower **response rate**. This is not a technical error; it is the ARP algorithm protecting your budget by only bidding when your target audience density meets the required threshold.
- **Deal Scoping:** When negotiating bespoke deals (Route A), ensure your VIOOH or Media Owner contact provides a broad enough pool of inventory. If a deal is too narrow, the ARP algorithm may struggle to find enough "high-density" moments to fully pace your budget.
- **Reporting vs. Optimization:** While ARP is used for real-time bidding decisions, your post-campaign reach metrics will still be verified by the **Impression Multiplier**. ARP ensures you buy the right impressions, while the Multiplier ensures you count them accurately.

VIOOH Select (Premium Curation)

VIOOH Select is our flagship curation offering, designed to streamline the programmatic buying process for complex, multi-market, or multi-publisher campaigns. It allows buyers to access a pre-vetted, premium pool of DOOH inventory across various Media Owners through a **single Deal ID**.

Key Benefits of VIOOH Select

- **Operational Efficiency:** Eliminate the need to manage dozens of separate PMPs. Activate global or national campaigns via one streamlined deal.
- **Curated Quality:** Access a hand-picked selection of high-performing frames, ensuring your brand appears only in the most impactful environments.
- **Unified Reporting:** Simplify post-campaign analysis by aggregating performance data under a single consolidated deal structure.

The "Select" Workflow Rule: When uploading your creatives in The Trade Desk (as outlined in Section 1), you must select '**VIOOH Select**' from the publisher dropdown menu.

- **Why this matters:** If you select an individual Media Owner (e.g., JCDecaux) for a creative intended for a VIOOH Select deal, the asset will only be moderated by that specific publisher. This will cause the deal to fail when it attempts to serve on any other Media Owner's screens within the Select pool.
- **The Result:** By selecting 'VIOOH Select', your asset is automatically pushed to all relevant publishers within that curated deal for simultaneous moderation and approval.

Reporting in The Trade Desk

The Trade Desk provides a flexible reporting suite that enables media buyers to monitor campaign performance, generate scheduled reports and access DOOH-specific data templates.

Accessing reports

1. **Navigate to the Reports** tab in the left-hand menu.
2. **Select Scheduled Reports** to view, create or manage recurring report deliveries.
3. Explore the **Performance** and **Optimisation** report tabs for all available dimensions and metrics.

FYI: The Reports tab is accessible at the **Partner & Advertiser** level.

What report should I use?

For the majority of DOOH campaigns, you will use either a **Performance Insights** report or a **Geography** report. The table below outlines when to use each:

Report Type	Found Under	Use When You Need...
Performance Insights	Performance tab	Standard delivery metrics: ad plays, spend, impressions. Go-to report for most campaigns.
Geography Report	Optimisation tab	Location breakdowns, screen-level data (Screen ID), or reach & frequency analysis.
DOOH ARP Report	Optimisation tab → Other	Audience-targeted campaigns only. If no audience is applied, this report returns no data. Not applicable for most standard DOOH activations.

DOOH-specific reporting

DOOH Audience Reach Percentage (ARP) Report – Important Note

Available under **Scheduled Reports → Other tab** (Excel format). Provides ARP %, audience reach and screen-level delivery data.

Only use this report if an audience segment has been applied to the campaign. Without audience targeting, the report will return no data – it is not applicable for the majority of standard DOOH activations.

Found under: Reports → Scheduled Reports → Other tab → DOOH Audience Reach Percentage

Key DOOH metrics & dimensions

Site	Location	Delivery	Reach	Audience
ScreenID	Geo	Adplays	Impressions	ARP (%)

Note: ARP (%) is only populated when an audience segment is applied to the campaign.

Dynamic Creative Optimisation (DCO)

DCO enables your DOOH campaigns to serve contextually relevant creative in real time — adapting to variables such as time of day, weather or audience composition. Due to the technical complexity involved, DCO requires a different workflow to standard static or video assets.

Approved vendor programme

VIOOH operates an Approved Vendor Programme for DCO. Only files produced by vendors who have demonstrated full compliance with VIOOH's technical specifications will be accepted.

Note: The approved vendor list is updated regularly. Contact your VIOOH representative to confirm whether your DCO provider is currently approved before beginning production.

Technical Requirements

Format	Compliance	Syncing
HTML Zip only	Approved vendor required	Manual workflow

Setup Process

- 1. Generate Creative IDs:** Upload a placeholder creative into TTD — do **not** submit this to VIOOH via the platform. This action generates a unique Creative ID. Email this ID (or IDs) to your VIOOH or Media Owner contact.
- 2. Manual upload and moderation in VTM:** Your VIOOH or Media Owner contact will manually upload the HTML Zip file into VTM, mapped to the Creative ID(s) from Step 1. The Media Owner will then perform a manual moderation review (approval or rejection).
- 3. Request the TTD status override:** Because HTML Zip files do not sync automatically, an "Approved" status in VTM will not reflect in TTD. You must ask your TTD representative to raise an internal ticket to manually override the creative status to "Approved" in TTD.

Important: Bidding will only commence once the TTD status override in Step 3 is complete. Ensure this step is confirmed before your campaign start date.

Resources

- [VIOOH Insights Hub](#)
- [VIOOH Inventory Gallery](#)