

# Meredith Digital And The Trade Desk Launch First-Ever Programmatic Shopper Marketing Media

## Leading Publisher and Global Programmatic Technology Platform Collaborate to Bring Programmatic Media to Digital Shopper Marketing, Driving ROAS and Measurable In-Store Lift for CPG Brands

NEW YORK, Nov. 3, 2016 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 102 million unduplicated U.S. women and three out of four Millennial women, has partnered with The Trade Desk, Inc. (NASDAQ: TTD), a global technology platform for buyers of advertising, to launch the first-ever digital programmatic solution for digital shopper marketing.

Pilot campaigns executed by Meredith and The Trade Desk delivered significantly higher performance, including up to 19 times (19X) return on advertising spend and significant in-store sales lift across multiple retailers. The results were measured by Nielsen SimTest technology.

"At Meredith, we reach millions of grocery shoppers every day who are about to step foot into a store, and we have first-party data that gives us unique insight into their grocery shopping behavior," said Chip Schenck, VP of Data & Programmatic Solutions at Meredith Digital. "Helping advertisers leverage our data and deep audience insight, alongside their own data, to target shoppers at different points of their journey is the next phase of data-driven marketing."

At launch, The Trade Desk will have exclusive access to Meredith's programmatic shoppable display inventory on Allrecipes.com, the world's leading digital food destination with more than 45 million monthly unique visitors, as well as across Meredith Digital's network of sites, including Bhg.com, Shape.com, and MarthaStewart.com.

Shoppable display ads leverage Meredith's proprietary audience intelligence and digital shopper marketing platform to deliver the right ad to each user on the path to purchase. Meredith's shoppable display media enables advertisers to leverage a combination of audience behavioral insights, SKU-level product data, retail store locations, local weather, and geo-targeted promotions, coupons and discounts for products at local retailers to build consideration and drive in-store purchase.

"We pride ourselves on innovation in all aspects of our business," said Tim Sims, VP of Inventory Partnerships at The Trade Desk. "This new solution brings programmatic capabilities to shopper marketers, and does so within the context of Meredith's network of food content – among the most valuable and relevant inventory available today."

"It's truly remarkable to see the impact standard display units can deliver when they are powered by relevance, and this example underscores the unique capabilities and wealth of data Meredith brings to the table," said Sarah North, a Programmatic Buyer at Empower MediaMarketing, an independent media agency with expertise in programmatic media and shopper marketing. "We work hard to deliver results for our clients, and this new solution opens up a whole new channel for effective digital shopper marketing."

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast

television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 100 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents and SHAPE. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce nearly 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

### **ABOUT THE TRADE DESK**

The Trade Desk, Inc. (NASDAQ: TTD) 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, including 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 the United States, Europe, and Asia.

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