

# How The Trade Desk Celebrates Employee Anniversaries with the Gift of Quality Time



## COMPANY

The Trade Desk is a global ad tech company that offers a self-service platform to manage data-driven digital advertising campaigns on computers, mobile, and TV across various channels like display, native, video, audio, and social.

## HEADQUARTERS

Ventura, California, with 27 locations across the globe.

## EMPLOYEES

1,000 - 5,000

## INDUSTRY

Internet / Advertising

## BLUEBOARD PRODUCTS USED

Anniversary Awards & Spot Recognition  
(for display of company values)

## HOW WE WORK TOGETHER

Jeff Green, CEO at The Trade Desk (TTD), sees time as the **most valuable commodity** we have as human beings, and when someone chooses to give their time to an employer, it's the ultimate compliment.

As TTD grew and early-stage employees began to hit tenure milestones; Jeff realized that there wasn't a program in place that authentically expressed to employees the level of gratitude he had for their time, energy, and dedication to the business. They needed a partner who could recognize employees in a meaningful way and **celebrates their diverse, personal interests.**

TTD found Blueboard in 2018, and a wonderful partnership was born. Now, when TTD employees hit anniversary milestones, they get rewarded with a Blueboard reward from a wide menu of hand-curated experiences to enjoy with their loved ones (like hot air balloon rides, pottery lessons, and adventurous glamping trips).

**"Our team members value having a choice of experiences that reflect their varied interests and passions. Our Blueboard partnership elevates two of our core company values – **generosity and openness** – year after year. Some organizations have eliminated recognition for service anniversaries – we're investing in it for the future. Blueboard enables us to deliver meaningful recognition at scale."**



Vina Leite  
CHIEF PEOPLE OFFICER AT THE TRADE DESK



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## HOW IT STARTED...

Since the partnership began, TTD has quickly grown +52% (to nearly **2,000 employees across 30 global offices**). The Blueboard anniversaries program has ensured their employee experience still feels personalized and meaningful during this hyper-growth period. At Blueboard, we serve experiences in **over 70 international countries**, meaning TTD's anniversary program is consistent and accessible for every employee around the globe.

## ...AND HOW IT'S SCALING

Administering anniversary awards for thousands of employees is no small task. That's why Jess Wagner, Global Engagement Manager, happily adopted Anniversary Engine, a feature in the Blueboard platform that allows admins to easily automate reward delivery to employees on their anniversary date. It's the perfect solution for growing companies who want to deliver personalized rewards at scale.

*"The Blueboard Anniversary Engine implementation was a big win because it automates a process that would otherwise have become a nightmare to manage as our company continues to scale at warp speed."*

— Jess Wagner, Global Engagement Manager at The Trade Desk

And to continue scaling the celebrations, TTD distributes a company-wide monthly Anniversaries newsletter featuring personalized employee achievement spotlights written by their manager. These efforts ensure the program is well-socialized, building anticipation amongst TTD employees looking forward to their own Blueboard experience.



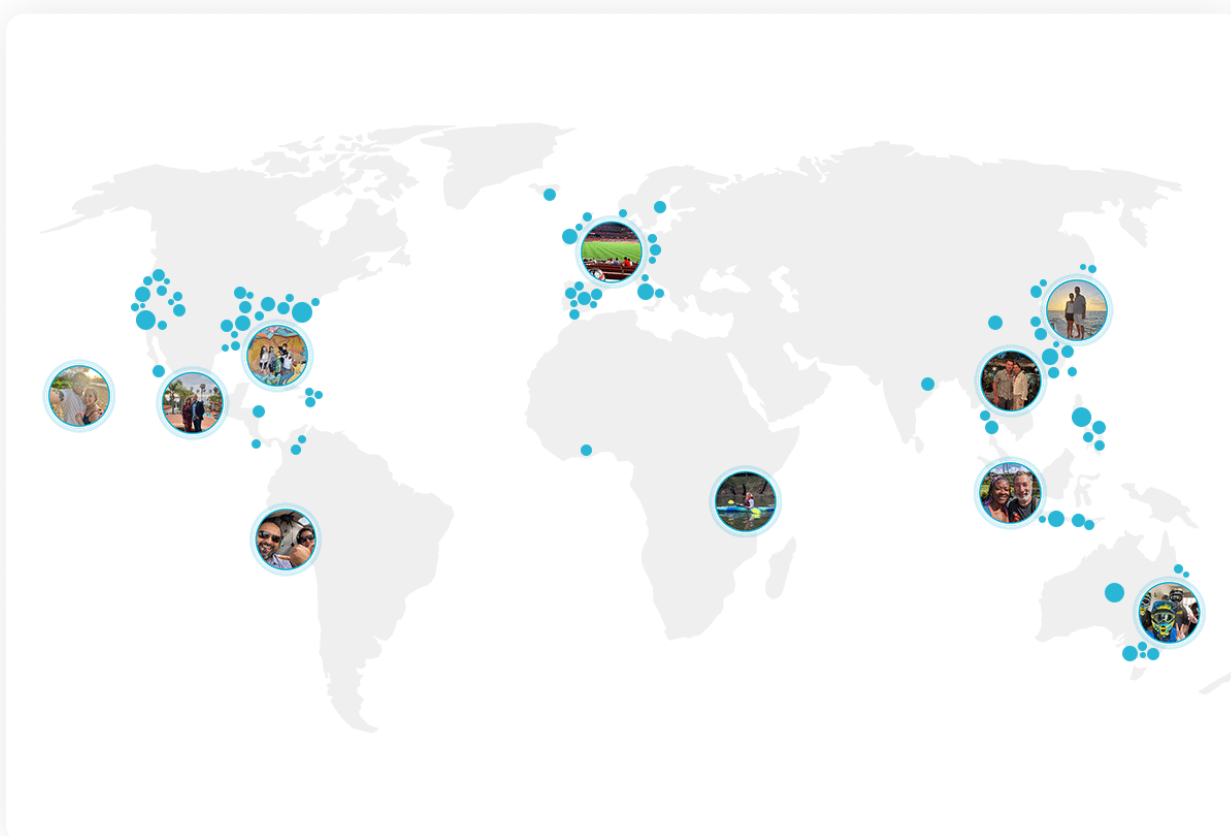
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## HOW WE'RE MAKING AN IMPACT

We've been a trusted partner to deliver a **meaningful recognition program at a global scale**.

Across both programs, TTD has sent **over 3,600 Blueboard rewards** to their employees. TTD employees have gone on Blueboard experiences in 35 countries. Throughout it all, our Client Success team has been a trusted partner that Jess' team can lean on to ensure their recognition programs are set up for success.



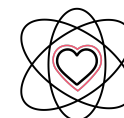
And beyond the memories made and stories shared, recipients are providing their genuine feedback on TTD's recognition program. After a recipient goes on their experience, their Blueboard Concierge sends them an optional survey. 53% of recipients have provided their feedback, which is aggregated into Blueboard's Admin Tools reporting platform.

Has the program met Jeff's goal to authentically express The Trade Desk's gratitude? **Their recipient feedback says it all:**



**98%**

Of Blueboard recipients feel appreciated for giving their time to the company.



**99%**

Of reward recipients believe Blueboard creates a positive company culture.



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## USING BLUEBOARD TO RECOGNIZE CULTURE CHAMPIONS LIVING THEIR VALUES.

In the wake of the COVID-19 pandemic and migrating to a fully remote work environment, TTD employees stepped up across the globe to build connection and culture. Through engagement efforts like employee-led home haircut tutorials, morning yoga classes, or facilitating Pride Month panels, employees championed life at The Trade Desk and embodied their company values.

Jess partnered with Blueboard to launch a new spot recognition program to celebrate these culture champions. TTD employees receive Blueboard Ivory rewards for their above and beyond contributions and authentic display of their company values.

**“The spot recognition program has been a special way for us to make people feel appreciated when they go the extra mile— it helps encourage the behavior we want to see among our employees to help us build a more vibrant, connected culture.”**



Jess Wagner  
GLOBAL ENGAGEMENT MANAGER AT THE TRADE DESK

