

The Trade Desk Is Now Selling Onsite Retail Media Ads, Pitting It Against Criteo

Advertisers will soon be able to programmatically buy sponsored product ads on delivery app Gopuff through The Trade Desk.

That's thanks to a new deal between the two companies and commerce adtech company Koddi, which is facilitating the integration with its ad-serving technology.

It marks the first time that The Trade Desk is selling this kind of retail media ad inventory directly through its platform, said Matthew Fantazier, vp of retail data partnerships at The Trade Desk. Up until now, The Trade Desk has only sold offsite placement that use retail data to target ads across the open web.

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