



DSP Transparency & Pricing

In response to the current news about DSP fees at The Trade Desk, it is important for us to convey WPP Media's approach to transparency in our media buying practices.

Updated as of March 19, 2026

FOR CLIENT AND INTERNAL AUDIENCE

Our Promise to Clients

1. Unwavering Commitment to

Transparency: MSAs and proprietary tools provide comprehensive clarity on associated fees and the value delivered across all partners, including The Trade Desk.

2. Exclusive Platform Controls and Reporting with The Trade

Desk: We benefit from WPP Media-exclusive UI indicators and detailed reporting within The Trade Desk's platforms. These are designed to enhance clarity, confidence, and control, signaling when feature-based fees apply during activation. These benefits are unique to our partnership.

3. Leading Practitioner Expertise & Proprietary

Tools: Our global programmatic teams possess deep expertise, augmented by bespoke tools like WPP Media's TTD Fee Feature AI Agent, Programmatic QA checklists, and so on. Together, these ensure operational and campaign stewardship excellence.

4. Rigorous Due Diligence & Ad-

Tech Partner Vetting: WPP Media conducts annual, multi-faceted evaluations, including a 151-criteria DSP RFI and a proprietary "DSP Exit Fee" analysis. This rigorous process guarantees that all ad tech partners, including The Trade Desk, meet our highest standards for competitiveness, transparency, and capability.

5. Strategic & Influential Partnership with The Trade

Desk: Our deep collaboration means WPP Media clients benefit from early insights, the ability to influence feature development, and clear fee transparency on all upcoming capabilities.

6. Contractual Clarity and

Compliance: We establish robust, enforceable agreements with all our media and technology partners, meticulously defining terms, pricing structures, and audit rights.

Accountability in Programmatic Media Buying

WPP Media's contract with The Trade Desk and the corresponding rate card provide details around the TTD DSP tech fee as well as itemized feature fee rates.

WPP Media's partnership with The Trade Desk unlocks custom capabilities that assist with the management of the compounding fee structure:

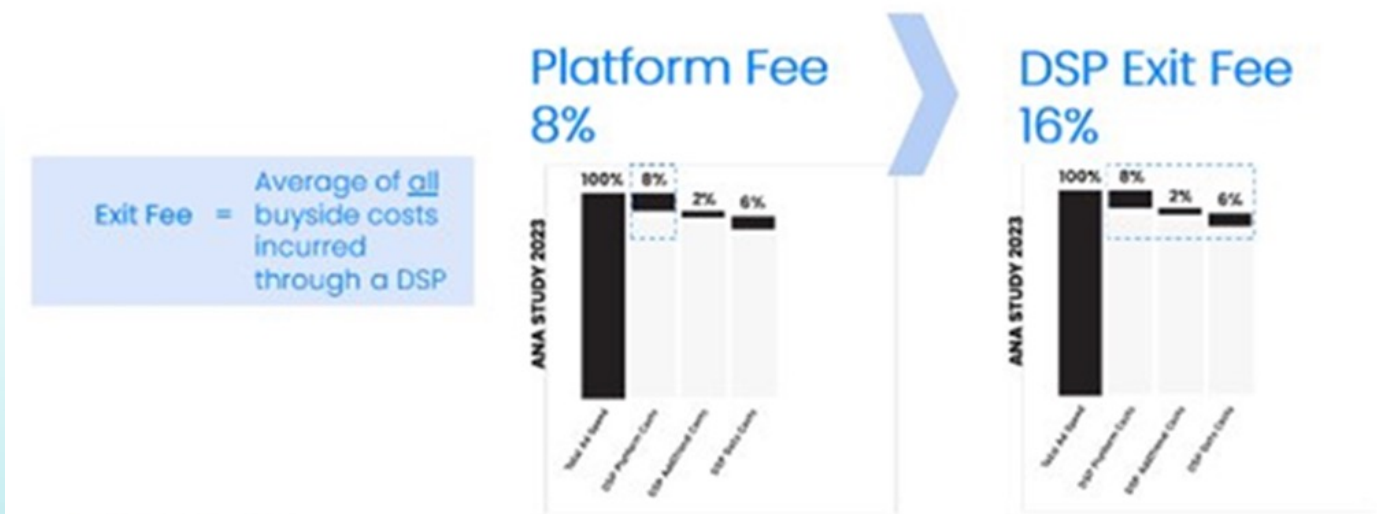
- WPP Media Exclusive TTD UI indicators that clearly signal when feature-based fees apply during activation
- Reporting functionality within TTD UI that showcases feature utilization and associated fees for all WPP seats
- For future TTD UI updates, WPP will have clear guardrails on fee implications, full suite of onboarding/training materials ahead of general market roll-out

The Trade Desk's Compounding Fee Structure

The Trade Desk has a "compounding fee structure" in which the platform fee is charged on the overall budget -- inclusive of any other feature and data fees -- rather than being applied purely on the media spend.

WPP Media recommends analyzing the "DSP Exit Fee" within The Trade Desk, and all DSPs, instead of looking solely at the platform fee.

The DSP Exit Fee looks at an average of all buy-side costs incurred through a DSP (including features) to help clients understand the true platform costs and help inform platform comparison and guide DSP selection.



Further Reading

Reading Materials

[AdAge article](#)

[AdWeek Article](#)

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