

foodpanda and The Trade Desk partners to provide data-driven retail solutions

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foodpanda, a leading food and grocery delivery network in Asia, announced a strategic partnership with The Trade Desk, a global advertising technology leader, that will enable brands to better reach their target audience and measure the success of digital advertising campaigns on the open internet. The collaboration will span seven markets, namely Hong Kong, Malaysia, Pakistan, Philippines, Singapore, Taiwan and Thailand.

The partnership features multiple retail media solutions powered by The Trade Desk's programmatic advertising platform and foodpanda's first-party retail data. This enables brands to engage with foodpanda customers on the open internet via The Trade Desk's platform across channels such as OTT, music streaming, mobile apps, gaming, and websites, expanding their reach beyond foodpanda's integrated advertising solution, panda ads. All data is pseudonymised, ensuring that customer identities remain anonymous.

Additionally, it allows brands to measure the impact of their ad campaigns on conversions. With these insights, brands can aim to optimise their ads in real-time, through ways that were previously not possible, helping them make informed decisions that could help boost their performance objectives.