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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Pickles David Randall</u> (Last) (First) (Middle) C/O THE TRADE DESK, INC. 42 NORTH CHESTNUT STREET (Street) VENTURA CA 93001 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Trade Desk, Inc. [TTD]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Technology Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>12/21/2020</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	12/21/2020		M		16,012	A	\$30.15	62,850	D	
Class A Common Stock	12/21/2020		M		8,750	A	\$48	71,600	D	
Class A Common Stock	12/21/2020		M		3,650	A	\$142.45	75,250	D	
Class A Common Stock	12/21/2020		M		2,468	A	\$263.34	77,718	D	
Class A Common Stock	12/21/2020		M		1,416	A	\$300.01	79,134	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		200	D	\$923.47	78,934	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		366	D	\$925.51 ⁽²⁾	78,568	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		34	D	\$927 ⁽³⁾	78,534	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		1,452	D	\$928.38 ⁽⁴⁾	77,082	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		1,602	D	\$929.46 ⁽⁵⁾	75,480	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		2,438	D	\$930.58 ⁽⁶⁾	73,042	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		3,751	D	\$931.38 ⁽⁷⁾	69,291	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		2,810	D	\$932.45 ⁽⁸⁾	66,481	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		5,531	D	\$933.42 ⁽⁹⁾	60,950	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		5,488	D	\$934.51 ⁽¹⁰⁾	55,462	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		2,365	D	\$935.39 ⁽¹¹⁾	53,097	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		1,006	D	\$936.25 ⁽¹²⁾	52,091	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		454	D	\$937.51 ⁽¹³⁾	51,637	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		800	D	\$938.8 ⁽¹⁴⁾	50,837	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		500	D	\$939.96 ⁽¹⁵⁾	50,337	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		300	D	\$941.19 ⁽¹⁶⁾	50,037	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		200	D	\$943.06 ⁽¹⁷⁾	49,837	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		262	D	\$944.07 ⁽¹⁸⁾	49,575	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		100	D	\$945.9 ⁽¹⁹⁾	49,475	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		100	D	\$948.05	49,375	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		300	D	\$949.1 ⁽²⁰⁾	49,075	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		138	D	\$951.08 ⁽²¹⁾	48,937	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		220	D	\$952.58 ⁽²²⁾	48,717	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		280	D	\$953.63 ⁽²³⁾	48,437	D	
Class A Common Stock	12/21/2020		S ⁽¹⁾		352	D	\$955.63 ⁽²⁴⁾	48,085	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

set forth in this footnote.

23. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$953.17 to \$954.15, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

24. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$955.04 to \$956.03, inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.

25. The option was granted on December 23, 2016. The Vesting Commencement Date ("VCD") was December 1, 2016. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

26. The option was granted on December 1, 2017, the VCD. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

27. The option was granted on December 1, 2018, the VCD. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

28. The option was granted on December 1, 2019, the VCD. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

29. The option was granted on May 15, 2020, the VCD. One forty-eighth (1/48th) of the shares subject to the option vest on each monthly anniversary of the VCD, subject to continued employment with the Issuer through the applicable vesting dates.

Remarks:

The sales for this transaction date are reported on two Form 4s due to the Securities and Exchange Commission's limitations of 30 transactions per table. This Form 4 is the first Form 4 filed for this transaction date.

/s/ Alfred Palomino, Attorney-
in-Fact for David R. Pickles 12/23/2020

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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