**Seamless Integration Workflow: Live on TTD & DV360 Today**

**For The Trade Desk (TTD)**
Path: TTD UI → Data Marketplace → DurantaDev Pre-Bid Segments → Campaign
Process: Traders select DurantaDev segments as "Blocking" or "Required" directly in the TTD interface.
Output: Real-time (<10ms) Bid/No-Bid decisioning integrated into the auction stream.

**For Display & Video 360 (DV360)**
Path: DV360 UI → Custom Bidding → DurantaDev API Integration
Process: Our models are called via DV360's Custom Bidding API for pre-bid filtration.
Output: Full fraud protection within the DV360 workflow with <10ms latency.

**Why It Matters:**
Zero Friction: Integrates directly into traders' existing workflow on both DSPs.
Proven & Supported: Fully operational and DSP-sanctioned integration.
Identical Performance: The same pre-bid decisioning and fraud protection as a native integration.
Bottom Line: Delivers superior performance immediately, accelerating full platform adoption.