DIVISION OF

CORPORATION FINANCE

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

Mail Stop 4561

May 22, 2017

Jeff T. Green Chief Executive Officer The Trade Desk, Inc. 42 N. Chestnut Street Ventura, California 93001

Re: The Trade Desk, Inc.

Registration Statement on Form S-1

Filed May 19, 2017 File No. 333-218137

Dear Mr. Green:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rule 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Ji Shin, Attorney-Advisor, at (202) 551-3579 or me at (202) 551-3453 with other questions.

Sincerely,

/s/ Jan Woo

Jan Woo Legal Branch Chief Office of Information Technologies and Services

cc: Richard A. Kline, Esq. Goodwin Procter LLP