

How tos: **A guide for The Trade Desk team**

SPEED



QUALITY



CONTEXT

The Trade Desk self-service integration currently supports fully produced audio ads that are delivered within the day and include:

- **Script**
- **Voice-over** produced by human talent and chosen by Bunny Studio's algorithm according to age, gender and language
- **Music bed** from Bunny Studio's library & SFX
- 3 revisions



CONTEXT

But, **there are needs that sometimes fall outside of this flow.**

This document shows how to navigate these types of requests.



A HOW TO **GUIDE**

1. My client would like to choose the talent

How to request a Booking

2. My client would like a different language/accent

Language Availability Context

How to proceed

3. My client wants to work with Bunny Studio directly

How to get started with Bunny Studio

4. My client has a question about billing

How to bill or refund a TTD user

5. My client wants changes

How many revisions can be requested

1.

My client would like to choose the talent

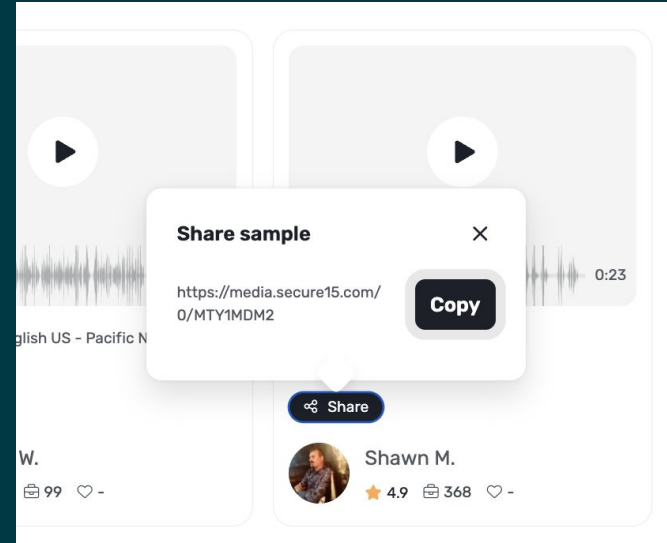
How to request a Booking

The current integration only supports “Speedy” fulfillment.

This means that the client only sets the parameters of language, age and gender and Bunny Studio provides the talent.

Still, Bunny Studio offers the possibility of choosing the talent.

1. Provide your client with Bunny Studio’s white-labeled library (only for English - US) and have them choose the pro by sharing the sample link. If they want a talent outside of the pool, they can work with Bunny Studio directly.
2. Reach out to Bunny Studio or clarify the chosen talent in the remarks.
3. Bunny Studio will send the invitation to the selected talent manually.



2.

My client would like a different language/accent not available in the UI

Language Availability Context

How to proceed

Language Availability Context

The Trade Desk and Bunny Studio's partnership allows The Trade Desk users to access audio ad creative fulfillment and receive a fully produced ad voiced by a human.

During the last months, it has been requested by The Trade Desk legal team that the integration only allows talents who are **based in the US and the UK** to fulfill upcoming requests, limiting the number of voice-over professionals being able to work on audio ads.

If needed, Bunny Studio offers the possibility of working with any language and accent through our platform.

3.

My client wants to work with Bunny Studio directly

How to get started with Bunny Studio

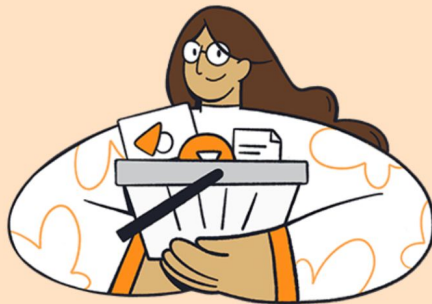
**Join Bunny Studio
as a client.**

bunnystudio.com/signup

Join Bunny Studio

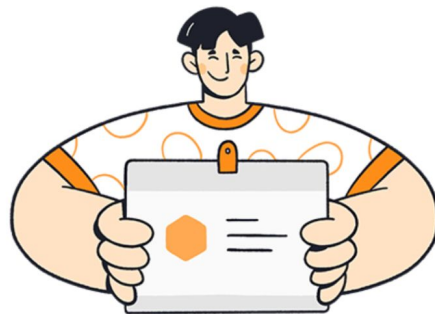
Get high-quality content with unmatched speed. Access +100 services from the world's best creatives.

Start by telling us about yourself



I'm looking for creative services

[Join as client](#)



I'm looking for work

[Join as freelancer](#)

Go to the [Payments and Balance](#) section and add a credit card on file

Payments and balance

Credit cards

Workspace

Personal workspace

Balance

Transactions

Credits transactions

Credit cards

Pending work orders

Credit cards

+ ADD A CARD

Go to [create a project](#) and submit an **audio** request

 **BunnyStudio**

\$ EN (USD)  Clara Pusarelli
Personal workspace [Create a project](#)

Services |  Projects  Stats  Favorites  Earnings: USD \$0  Admin tools

Hassle-free voice overs, audio, and video services at scale

Get high-quality services, delivered by pre-vetted professionals around the world and scaled with the power of AI. No hidden fees. **Full media buyout rights, for any use, forever.**

All services ▾

Search for ""



English UK

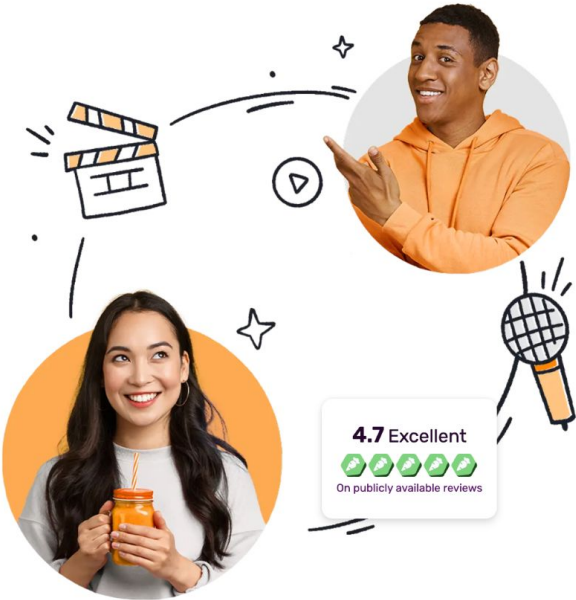
Motion graphics

Female - all ages

Male - Middle age

Do you have a complex project? Talk to us →

[Browse samples](#)



4.

My client has a question about billing

How to bill or refund a TTD user

1: TTD bills the client, Bunny Studio bills TTD

This integration is done between The Trade Desk and Bunny Studio. Bunny Studio receives one independent project for each creative requested and **does not have user or billing information from TTD users.**

Under Bunny Studio's UI, we work on The Trade Desk projects, not advertiser campaigns.

This means that Bunny Studio **bills The Trade Desk, not the end user.**

Only a team member from the The Trade Desk will be able to bill the client through its UI or any other internal process.

2: Bunny Studio works with the client directly

Bunny Studio can **take care of the entire process**. The client will need to create an account in Bunny Studio, and they will be able to request as many projects as needed.

In this case, **Bunny Studio would be working with the client as a new user to the platform.**

They'll have access to our pool of voices and other services.

This applies to talents/languages outside of the pool, 3D audio post-production, localization, or other services outside of the integration.

This will not be fulfilled through TTD's UI.

5.

My client wants changes

How many revisions can be requested

Revisions

- The user has access to three revisions per project
- The revisions can be used for the script, the voice-over or the post-production
- If the project was requested via Bunny Studio or via email, there are additional revisions available
- If they client reaches the three revision limit but is still in need of further changes, please contact Bunny Studio at thetradedesk@bunnystudio.com and our Customer Experience team will be able to ask for additional revisions internally.

For any other questions, please contact The Trade Desk POC Clara Pusarelli at clara@bunnystudio.com

For questions about a specific project, please contact The Trade Desk designated Project Manager, Pedro Meyer at pedro.m@bunnystudio.com or thetradedesk@bunnystudio.com



BunnyStudio