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Viant Announces Panel Discussion on Digital Identity

June 3, 2021

Senior Industry Experts Offer Perspectives as Third-Party Cookies Deadline Looms

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 3, 2021-- Viant Technology Inc. (NASDAQ: DSP), a leading people-based advertising software company, today announced that Tim Vanderhook, Chief Executive Officer and other senior industry experts are scheduled to discuss the future of digital identity on a Viant panel this month.

Details for the event are as follows:

Viant Panel: Identity 2021: Why Household-Level Targeting & Measurement Will Help Marketers Succeed in a Cookieless World

Description: With the death of third-party cookies and new privacy regulations, marketers are left feeling uncertain on how to navigate the future of digital advertising. However, the world is already operating without third-party cookies. Today, channels like CTV, browsers such as Safari and Firefox, and mobile apps are already in cookieless environments. Hear perspectives from publishers, data providers, SSPs and DSPs who are working together to solve for today and future targeting and measurement challenges.

When:

- Date: Thursday, June 10, 2021
- Time: 11:00am Pacific Time, 2:00pm Eastern Time
- Duration: 1 hour

Panel:

- Moderator: Shruti Tiwari, Executive Director, Media Strategy & Customer Engagement, Ogilvy
- Panelists:
    - Joshua Lowcock, Chief Digital Officer, UM Worldwide
    - Garrett McGrath, Vice President, Product Management, Magnite
    - David Skinner, Chief Strategy Officer, Acxiom
    - Tim Vanderhook, Chief Executive Officer, Viant Technology
    - Autumn White, Executive Vice President, Managing Partner, Horizon Media

Registration: https://www.adelphic.com/events/cookieless-identity-2021/

About Viant

Viant® is a leading people-based advertising software company that enables marketers and their agencies to centralize the planning, buying and measurement of their advertising investments across most channels. Viant's self-service Demand Side Platform (DSP), Adelphic®, is an enterprise software platform enabling marketers to execute programmatic advertising campaigns across Connected TV, Linear TV, mobile, desktop, audio and digital out-of-home channels. Viant's Identity Resolution capabilities have linked 115 million U.S. households to more than 1 billion connected devices and is combined with access to more than 280,000 audience attributes from more than 70 people-based data partners. Viant is an Ad Age 2021 Best Places to Work award winner and the Adelphic DSP is featured on AdExchanger's 2021 Programmatic Power Players list. To learn more, visit viantinc.com and adelphic.com or follow us on Facebook, Twitter, Instagram, LinkedIn and YouTube.

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