Viant Enables Google Cloud's BigQuery Data Clean Rooms Connection

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Ensures Privacy-Safe Data for Advertisers

IRVINE, Calif.--(BUSINESS WIRE)--May 29, 2024-- Viant Technology Inc. (NASDAQ: DSP), a leading advertising technology company, today announced a new integration with Google Cloud's BigQuery data clean rooms. This collaboration enables the seamless onboarding of privacy-safe, first-party data at scale from the Google Cloud ecosystem into the Viant Data Platform (VDP), enhancing targeting and measurement within Viant's robust Demand-Side Platform (DSP).

As an early adopter during the general availability phase of Google Cloud's BigQuery data clean rooms, Viant data is now available as a service within Google Cloud data clean room environments. This integration ensures secure, privacy-safe data at scale, allowing advertisers to execute precise media campaigns and achieve closed-loop measurement across the Viant DSP, guaranteeing full interoperability. This partnership positions Viant as one of the first DSPs to enable a connection with Google Cloud's BigQuery data clean rooms, paving the way for advanced data activation capabilities in programmatic advertising.

"In the current landscape, the importance of providing privacy-forward first-party data solutions for advertisers cannot be overstated," stated Dustin Kwan, Chief Product Officer at Viant. "Our partnership with Google Cloud not only extends Viant capabilities for a post-cookie future but also keeps our data platform and DSP at the forefront of the industry, delivering solutions that respect user privacy while enhancing ad targeting and measurement capabilities."

With the digital advertising landscape rapidly evolving and third-party cookies on the brink of obsolescence, the demand for reliable, privacy-safe data solutions has never been higher. Viant's partnership with Google Cloud's BigQuery data clean rooms sets new standards for data privacy and operational efficiency, enabling first-party data matching and measurement through execution in the Viant DSP alongside the cookieless Viant Household ID.

ABOUT VIANT

For over 25 years, Viant® (NASDAQ: DSP) has been a leader in technology innovation for advertisers. As one of very few enterprise-grade Demand Side Platforms delivering omnichannel digital advertising, Viant is driving industry growth through connected television (CTV), advanced identity solutions and the development of AI tools to transform the vision of Autonomous Advertising into reality. Through the Adtricity® sustainability program, Viant has brought solutions to market that chart a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant was recognized by G2 as the Best Software in Marketing & Advertising, earned Great Place to Work® certification and Viant's advancements in AI won the Business Intelligence Group's Innovation award. Learn more at viantinc.com.

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