ViantAI Launches to Transform Advertising

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Meet ViantAI: The Future of Programmatic Advertising is Here

IRVINE, Calif.--(BUSINESS WIRE)--Sep. 16, 2024-- Viant Technology Inc. (NASDAQ: DSP) has launched ViantAI, an advanced AI-powered platform set to reshape how programmatic advertising is planned, purchased and measured. By delivering a new level of intelligence, efficiency, and automation, ViantAI helps advertisers and agencies take control of their campaigns with greater ease and precision.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240916115410/en/



ViantAI is an autonomous platform that handles every stage of programmatic advertising, from building campaign plans to optimizing execution. It takes the complexity out of the process by creating fully data-driven media plans and executing them in minutes. (Graphic: Viant Technology)

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can rely on ViantAI to manage their campaigns while they focus on broader strategic goals.

“We recently experimented with ViantAI and we were very impressed with the intuitive nature of the interface, the speed of the response, and most of all, the comprehensive and on-target media plan it generated from limited campaign inputs,” said Marc Boudreau, Vice President of Marketing at Rush Street Interactive. “We really see ViantAI creating a ‘superpower’ for media buyers in their ability to accelerate the campaign planning and execution.”

“ViantAI is a breakthrough for our industry,” said Tim Vanderhook, CEO of Viant Technology. “It acts like a digital advertising expert, taking over the difficult, data-intensive work so advertisers can focus on high-level decision-making and creativity.”

Looking ahead, ViantAI will continue to evolve with additional functionality, including autonomous decisioning capabilities that will fine-tune campaigns based on real-time performance data. This will further automate the process, ensuring that every ad dollar is maximized without requiring constant human supervision. ViantAI is designed to be the intelligent command center for programmatic advertising, allowing brands to achieve their goals more efficiently and effectively.

“ViantAI isn’t about small, incremental changes,” Vanderhook emphasized. “It represents a significant step forward in automating the entire campaign process, letting advertisers focus on what matters.”

As the advertising world increasingly shifts toward automation, ViantAI positions advertisers and agencies at the forefront of this transformation, enabling them to operate with precision and scale like never before.

Learn more about ViantAI **here.**

About Viant Technology

Viant Technology Inc. (NASDAQ: DSP) is a leader in AI-powered programmatic advertising, dedicated to driving innovation in digital marketing. Our omnichannel platform built for CTV allows marketers to plan, execute and measure their campaigns with unmatched precision and efficiency. With the launch of ViantAI, Viant is building the future of fully autonomous advertising solutions, empowering advertisers to achieve their boldest goals. Viant was recently awarded Best Demand Side Platform by MarTech Breakthrough, Great Place to Work® certification and received the Business Intelligence Group’s Innovation award for AI Advancements.

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