



Viant Announces Strategic Partnership with Association of National Advertisers

January 2, 2025

New Partnership Serves to Expand Customer Reach

IRVINE, Calif.--(BUSINESS WIRE)--Jan. 2, 2025-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in AI-powered programmatic advertising, today announced a strategic partnership with the Association of National Advertisers (ANA). Viant joins the ranks of some of the most influential brands and marketers, enhancing its ability to drive growth and innovation across the wider advertising industry.

The ANA, representing over 1,600 companies, is committed to advancing marketing excellence through events, training, publications and advocacy and provides Viant with the opportunity to closely collaborate with the ANA's extensive network of marketing leaders to shape the future of advertising.

"We are excited to welcome Viant to our exclusive group of strategic partners within the Association of National Advertisers," said Bill Duggan, Group EVP of the ANA. "With groundbreaking innovations like ViantAI, Viant continues to set new standards in critical areas such as AI, CTV and sustainability, demonstrating true leadership in the advertising community."

This partnership comes at a pivotal time for Viant, as the company continues to deliver rapid growth, outpacing the industry and gaining market share. Viant continues to solidify its position as a leader in critical industry areas through innovations like ViantAI, redefining the future of programmatic media buying, scaling CTV advertising performance and driving measurable outcomes for brands in a dynamic digital ecosystem.

ABOUT VIAN

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. Learn more at [viantinc.com](#).

ABOUT THE ANA

The ANA (Association of National Advertisers) accelerates growth for marketing professionals, brands, and the entire industry. With a mission to shape the future of marketing, the ANA sets the agenda for the industry, connecting its members to unparalleled expertise, industry-leading resources, and an influential global network. Representing over 1,600 companies — including 1,000+ client-side marketers, 600 marketing solutions providers, and 20,000 brands — ANA members collectively influence \$400 billion in annual marketing spending. By championing the 12-point ANA Growth Agenda and the CMO Growth Council, the ANA drives actionable change, empowers marketers, shapes the marketing ecosystem, and delivers exceptional experiences at every touchpoint. Since 1910, the ANA has been setting the agenda for industry transformation. It enables marketers to advance their ambitions, make better decisions, and create lasting impact for their organizations and the industry.

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Source: Viant Technology Inc.