Viant and TransUnion Partner to Enrich Viant Household ID

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Reaching 95% of U.S. Adults, Sets New Standard for Interoperability and Scale

IRVINE, Calif.--(BUSINESS WIRE)--Jan. 28, 2025-- Viant Technology Inc. (NASDAQ: DSP), a leader in AI-powered programmatic advertising, today announced its enhanced identity offering designed to address the mounting challenges of signal loss in a cookieless and privacy-first advertising landscape. Advertisers are seeking better solutions to improve targeting and measurement across all channels. Viant's innovative identity solution tackles these issues head-on, bolstered by a new partnership with TransUnion, Viant can match its Household ID to 95% of U.S. adults (18+), leveraging comprehensive and trusted data.

"Viant's independent demand-side platform offers a truly native approach to identity resolution," said Chris Vanderhook, COO and Co-Founder at Viant. "Viant's Household ID not only provides an unprecedented level of scale but also ensures advertisers can maintain precision and performance in a privacy-forward world. Our latest advancements are a continuation of Viant's long-time leadership and legacy in identity resolution, built on the strength of our patented Household ID technology."

A Seamless and Scalable Identity Solution

Leveraging Viant's patented Household ID™ technology at the foundation, Viant's built-in native identity solution is interoperable with various IDs, giving advertisers precise targeting and results across all channels, including CTV. Viant's new partnership with TransUnion reinforces its ability to deliver accurate, scalable, and privacy-forward identity solutions.

"This partnership with Viant is about building something advertisers can truly rely on," said Dorean Kass, EVP, Diversified Markets, at TransUnion. "By augmenting the Viant Household ID with TruAudience identity data, we're helping brands tackle today's challenges head-on—like signal loss—to continue delivering impactful marketing campaigns. We're proud to support the identity infrastructure that keeps the adtech and martech ecosystem moving forward, empowering organizations to create stronger connections in an increasingly fragmented environment."

Interoperability and Unleashing the Power of CTV

Viant's native identity solution enables faster campaign measurement and optimization compared to non-native alternatives. With seamless integration across leading IDs and platforms, Viant unifies fragmented data into a single, actionable view, enabling advertisers to deliver precise targeting and achieve accurate measurement across all channels—including cookieless environments like Connected TV (CTV). Key integrations, such as LiveRamp (RampID), further enrich Viant's solution, adding valuable new signals to the bidstream for enhanced campaign performance.

In addition to its extensive reach and scalability, Viant Household ID unlocks new opportunities for addressability within premium CTV environments. Through Viant's Direct Access Program, advertisers gain direct integrations with leading streaming platforms, enabling them to find addressable audiences at scale, maximize ROAS, and fully harness the potential of CTV like never before.

ABOUT VIANT

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.

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