



## Viant Wins 2025 Artificial Intelligence Excellence Awards

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*ViantAI Recognized by Business Intelligence Group for Transforming Advertising*

IRVINE, Calif.--(BUSINESS WIRE)--Mar. 25, 2025-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced that its autonomous advertising platform, ViantAI, has been named a winner in the [2025 Artificial Intelligence Excellence Awards](#), presented by the Business Intelligence Group. This prestigious recognition underscores Viant's commitment to innovation and the company's role in advancing artificial intelligence, equipping marketers with unparalleled automation and leadership in AI.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250325074501/en/>



ViantAI was honored in the Advertising, Marketing & Public Relations category of the 2025 AI Excellence Awards.

[ViantAI](#) was honored in the Advertising, Marketing & Public Relations category for its transformative impact on programmatic advertising. As an autonomous product within the Viant Demand-Side Platform (DSP), ViantAI manages every stage of the

media planning process through an intuitive chat interface; from there, ViantAI continuously optimizes each ad placement throughout the life of the campaign. Since its launch in September 2024, ViantAI has revolutionized digital advertising by automating complex tasks, enabling marketers to reclaim their most valuable resource—time—to focus on strategy and creativity.

"We are incredibly honored to receive the AI Excellence Award for ViantAI," said Tim Vanderhook, CEO and Co-Founder of Viant Technology. "This award is a testament to the dedication of our team and our relentless drive to innovate. We are excited to continue pioneering advancements in AI, to push the boundaries of innovation, and drive the industry forward."

This award marks Viant's second consecutive win from the Business Intelligence Group, following its recognition in the Internet and Technology category of the [2024 BIG Innovation Awards](#) for its AI product suite. These accolades reaffirm Viant's unwavering commitment to advancing AI-driven automation in advertising, empowering marketers with tools that deliver measurable outcomes and efficiencies.

"AI applications in business are evolving rapidly, and it is through the efforts of companies like Viant that we see real-world applications driving change," said Russ Fordyce, CEO of the Business Intelligence Group. "ViantAI exemplifies the kind of innovation and leadership that is shaping the future of artificial intelligence."

The Artificial Intelligence Excellence Awards celebrate the most innovative companies, technologies, and professionals who are leading the way in AI innovation. Winners are selected by a panel of industry experts who evaluate nominees based on their creativity, impact, and measurable success in AI-driven solutions.

For more information about ViantAI and Viant's award-winning AI suite, visit [viantinc.com](http://viantinc.com).

### ABOUT VIANIANT

Viant Technology Inc. (NASDAQ: DSP) is a leader in AI-powered programmatic advertising, dedicated to driving innovation in digital marketing. Viant's 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 AI Excellence Award. Learn more at [viantinc.com](http://viantinc.com).

### ABOUT BUSINESS INTELLIGENCE GROUP

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other [industry award programs](#), these programs are judged by business executives having experience and knowledge. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and rewards those companies whose achievements stand above those of their peers.

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