ViantAI Named “Best AI-Powered Advertising Solution”

August 14, 2025

Viant Earns Second Consecutive MarTech Breakthrough Award

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 14, 2025-- Viant Technology Inc. (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced that ViantAI has been selected as “Best AI-Powered Advertising Solution” in the 8th annual MarTech Breakthrough Awards program conducted by MarTech Breakthrough, a leading market intelligence organization that recognizes the most innovative companies in the global marketing, sales and advertising technology industry today. This marks Viant’s second consecutive accolade from MarTech Breakthrough, following its recognition in 2024 as “Best Demand-Side Platform (DSP).”

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250814874645/en/



ViantAI was recognized for unifying media plan creation, campaign execution, AI-powered bid optimization and measurement in a seamless, intuitive workflow.

As the industry’s first autonomous media planning and buying platform, ViantAI was recognized for unifying media plan creation, campaign execution, AI-powered bid optimization and measurement in a seamless, intuitive workflow. Advertisers simply input a few campaign parameters into an intuitive chat interface, and ViantAI generates precise, data-driven media plans that scale effortlessly regardless of vertical or budget. Once these plans are activated within Viant’s Demand-Side Platform (DSP), ViantAI continues to optimize performance through its AI Bidding capabilities and provides on-demand campaign results.

“Following the highly successful and disruptive launch of ViantAI last year, we’ve continued to push the boundaries of innovation— MarTech’s recognition affirms that momentum,” said Tim Vanderhook, co-founder and CEO of Viant. “ViantAI does the hard work for marketers—making advertising scalable, accurate and efficient—while delivering true outcomes to unlock greater return on every media dollar.”

The MarTech Breakthrough Awards program is dedicated to recognizing the standout innovators, leaders and visionaries in the global marketing, sales and advertising technology industries. From marketing automation and customer experience to AdTech, SalesTech, performance marketing, RevOps, analytics, content marketing and beyond, for nearly a decade the awards have honored breakthrough solutions across the full MarTech spectrum. The 2025 program attracted thousands of nominations from companies across more than 15 countries, highlighting the global momentum and innovation driving this rapidly evolving industry.

“Marketers must recognize that overseeing bidding and adjusting strategies is costly and takes time away from the creative process,” said Steve Johansson, Managing Director at MarTech Breakthrough. “By automating the most challenging aspects of digital advertising, marketers can reclaim their most valuable resource— time. With ViantAI, marketers can focus on what truly drives success: strategy and creativity. We’re pleased to recognize Viant with the award for ‘Best AI-Powered Advertising Solution.’”

Learn more about Viant’s award-winning AI-powered solution, ViantAI, here.

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 Connected TV (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, recognized as a Great Place to Work®, and received the Business Intelligence Group’s Innovation Award for AI Advancements.

ABOUT MARTECH BREAKTHROUGH

Part of Tech Breakthrough, a leading market intelligence and recognition platform for global technology innovation and leadership, the MarTech Breakthrough Awards program is devoted to honoring excellence in marketing, ad and sales technology companies, products and people. The MarTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough marketing technology companies and products in categories including marketing automation, AdTech, SalesTech, marketing analytics, performance marketing, CRM, content and social marketing, website, SEM, mobile marketing and more. For more information, visit MarTechBreakthrough.com.

Tech Breakthrough LLC does not endorse any vendor, product or service depicted in our recognition programs, and does not advise technology users to select only those vendors with award designations. Tech Breakthrough LLC recognition consists of the opinions of the Tech Breakthrough LLC organization and should not be construed as statements of fact. Tech Breakthrough LLC disclaims all warranties, expressed or implied, with respect to this recognition program, including any warranties of merchantability or fitness for a particular purpose.

View source version on businesswire.com: https://www.businesswire.com/news/home/20250814874645/en/

Media Contact:
Marielle Lyon
press@viantinc.com

Source: Viant Technology Inc.