



## ViantAI Named “Best Strategic AI Platform” in Adweek’s Tech Stack Awards

December 9, 2025

IRVINE, Calif.--(BUSINESS WIRE)--Dec. 9, 2025-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced that [ViantAI](#) has been named the winner in the Strategic AI Platform category at the 2025 Adweek Tech Stack Awards.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251209035343/en/>



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and revenue. By compressing media planning cycles from days to minutes, ViantAI empowers marketers to move faster and make smarter decisions, all while delivering meaningful, measurable outcomes. Since launch, the platform has generated exceptional value for brands and agencies—achieving up to 50% media cost savings and 42% lower CPMs across active campaigns—underscoring its role as a powerful accelerator of efficiency and performance for modern marketers.

“As marketers face mounting pressure to move faster, create efficiencies and prove impact, ViantAI redefines what’s possible in advertising,” said Tim Vanderhook, CEO and Co-Founder of Viant Technology. “We created a product purpose-built for the advertiser that delivers substance over spectacle. ViantAI transforms a few simple inputs into comprehensive media plans, turns those plans into live campaigns, automates bidding, and translates performance into plain-language answers. Adweek’s recognition underscores the growing demand for AI that delivers clarity, speed, and real outcomes—not complexity or black boxes.”

As the industry’s first autonomous media planning and buying platform, ViantAI capabilities are soon expanding to include full self-driving campaign execution. Today, the platform powers brands and agencies across retail, CPG, entertainment, travel, gaming, finance, and more, with adoption accelerating as teams embrace AI-led workflows.

“With the Adweek Tech Stack Awards, we’re shining a spotlight on the true architects of innovation—the platforms, like ViantAI, that are not just pushing the boundaries of marketing technology, but proving real impact through measurable outcomes for their clients,” said Alison Weissbrot, Executive Editor, Adweek. “This award isn’t about hype; it’s about recognizing the products remaking how brands connect and grow.”

The Adweek Tech Stack Awards honors the products that delivered the most meaningful innovation and measurable business impact, spotlighting the industry’s most groundbreaking innovations from agentic AI to next-generation creative and measurement technologies.

Learn more about Viant’s award-winning AI-powered solution, ViantAI, [here](#).

### ABOUT VIANI

Viant Technology Inc. (NASDAQ: DSP) is a leader in CTV and 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 AI-Powered Advertising Solution and Best Demand-Side Platform by MarTech Breakthrough, Best Strategic AI Platform by the Adweek Tech Stack Awards, and received a Great Place to Work® certification and the Business Intelligence Group’s AI Excellence Award. Learn more at [viantinc.com](http://viantinc.com).

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