



Viant Launches “Outcomes” the First Fully Autonomous Open Internet Ad Product

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The Next Generation ViantAI Innovation Powered by AI Lattice Brain

IRVINE, Calif.--(BUSINESS WIRE)--Jan. 5, 2026-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the launch of Outcomes, its first fully autonomous advertising product, bringing to life the AI Decisioning functionality of ViantAI.

Outcomes introduces a new class of advertising execution—Autonomous Outcomes—designed to remove the operational burden of campaign setup, optimization and day-to-day management while maintaining transparency into where ads run and how performance is achieved.

At the core of Outcomes is Viant’s newly developed AI Lattice Brain, a decisioning architecture purpose-built to operate campaigns autonomously. The Lattice Brain continuously evaluates multiple proprietary data signals in parallel—including Viant Household ID, IRIS_ID, supply quality scoring, historical campaign performance, bid pricing dynamics and real-time delivery data—to determine and execute optimization decisions without manual intervention.

Unlike automated products offered by large walled gardens which often rely on opaque optimization, Outcomes applies autonomous execution across the open internet while preserving advertiser visibility. Advertisers define the business result they want to achieve—such as product sales, customer acquisition or return on ad spend—and Viant AI autonomously manages execution toward that outcome, transparently.

“Advertising has spent decades forcing teams to manage complexity instead of results,” said Tim Vanderhook, co-founder and CEO of Viant Technology. “Outcomes flips that model. Advertisers declare the outcome they want and our AI Lattice Brain handles the decision-making and execution behind the scenes—using differentiated signals and full transparency into delivery.”

Outcomes is powered by Viant’s vertically integrated data and technology stack, including its industry-leading ability to separate real human audiences from invalid traffic across premium inventory. By combining identity, quality, and performance signals within the Lattice Brain, ViantAI optimizes toward outcomes using higher-quality inputs than traditional automation systems.

The launch of Outcomes marks a significant milestone in Viant’s broader vision to deliver a fully autonomous DSP, where artificial intelligence assumes responsibility for ongoing optimization and decisioning, allowing human teams to focus on strategy and business priorities.

Outcomes is available immediately to Viant customers.

ABOUT VIAN

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](#).

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Media Contact:

Marielle Lyon

press@viantinc.com

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