

April 17, 2023



# **Direct Digital Holdings to Present at the Planet MicroCap Showcase: VEGAS 2023 on Wednesday, April 26, 2023 & 1x1 Meetings on Thursday, April 27, 2023**

**HOUSTON, TX / ACCESSWIRE / April 17, 2023** Direct Digital Holdings, Inc (Nasdaq:DRCT) ("Direct Digital Holdings" or the "Company") , a leading advertising and marketing technology platform operating through its companies Colossus Media, LLC ("Colossus SSP"), Huddled Masses LLC ("Huddled Masses") and Orange142, LLC ("Orange142"), today announced that it will be presenting at the Planet MicroCap Showcase: VEGAS 2023 on Wednesday, April 26, 2023 at 2:30PM (Local Time - PST). President & Co-Founder of Direct Digital Holdings, Keith Smith, and Chief Financial Officer of Direct Digital Holdings, Susan Echard, will be hosting the presentation and answering questions at the conclusion. The Company will also be hosting 1x1 meetings on Thursday, April 27, 2023.

To access the live presentation, please use the following information:

## **Planet MicroCap Showcase: VEGAS 2023**

Date: Wednesday, April 26, 2023

Time: 5:30 PM Eastern Time (2:30 PM Pacific Time)

Direct Digital Holdings continues to demonstrate robust financial performance, significant operational expansion and continued gains in market share as it capitalizes on strong macroeconomics tailwinds in digital advertising and media. The Company continues to implement strategic growth initiatives to position the Company to continue to deliver high-quality, technology-led digital advertising solutions to its expanding customer network. Direct Digital Holdings is the ninth black-owned company to go public in the U.S. and is pioneering the AdTech space as a leader in programmatic advertising leveraging its technology and strategy to focus on reaching consumers and publishers in mid-sized and multicultural markets. The Company recently released a whitepaper conducted by Horowitz research that garnered key insights into the importance on effectively engaging with diverse communities and media properties.

If you would like to book 1x1 investor meetings with Direct Digital Holdings, and to attend the Planet MicroCap Showcase: VEGAS 2023, please make sure you are registered here:

<https://planetmicrocapshowcase.com/signup>

1x1 meetings will be scheduled and conducted in person at the conference venue in LAS VEGAS.

The Planet MicroCap Showcase: VEGAS 2023 website is available here:

<https://planetmicrocapshowcase.com/>

## **News Compliments of [Accesswire](#)**

### **About Direct Digital Holdings**

Direct Digital Holdings (Nasdaq: [DRCT](#)), owner of operating companies Colossus SSP, Huddled Masses, and Orange 142, brings state-of-the-art sell- and buy-side advertising platforms together under one umbrella company. Direct Digital Holdings' sell-side platform, Colossus SSP, offers advertisers of all sizes extensive reach within general market and multicultural media properties. The company's subsidiaries Huddled Masses and Orange142 deliver significant ROI for middle market advertisers by providing data-optimized programmatic solutions at scale for businesses in sectors that range from energy to healthcare to travel to financial services. Direct Digital Holdings' sell- and buy-side solutions manage approximately 90,000 clients monthly, generating over 100 billion impressions per month across display, CTV, in-app and other media channels. Direct Digital Holdings is the ninth black-owned company to go public in the U.S and was named a top minority-owned business by The Houston Business Journal.

### **About Planet MicroCap**

Planet MicroCap is a global multimedia financial news, publishing and events company focused on news dissemination, providing information, data and analytics for the MicroCap investing community. We have cultivated an active and engaged audience of folks that are interested in learning about and to stay ahead of the curve in the MicroCap space.

If you would like to attend the Planet MicroCap Showcase, please register here:

<https://planetmicrocapshowcase.com/signup>

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