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# Direct Digital Holdings Introduces Guide to High-Quality AI Data Management for Businesses

*New resource provides a structured framework to help organizations assess, prepare, and govern data for high-quality AI inputs*

HOUSTON, Feb. 27, 2025 /PRNewswire/ -- 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") and Orange 142, LLC ("Orange 142"), today announced the release of *The Role of Data in AI Quality*, a comprehensive guide developed by Direct Digital Holdings' AI Council to help organizations enhance the quality and integrity of data used in AI systems.

As artificial intelligence drives innovation across industries, organizations face a fundamental challenge: ensuring they have high-quality data to achieve consistently reliable AI outcomes. Businesses risk inaccurate predictions, biased models, and security vulnerabilities without structured, well-defined instructions and high-integrity data. *The Role of Data in AI Quality* equips business leaders with the insights needed to establish effective data management practices, ensuring AI solutions produce meaningful and trustworthy results. Additionally, it helps organizations make informed decisions about resource allocation, timelines, and investment in data preparation—critical first steps before embarking on any AI initiative.

## Setting a Standard for AI Data Readiness

"AI systems are only as good as the data that powers them," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "Businesses investing in AI must first prioritize data quality, ensuring that information is accurate, complete, and ethically sourced. Our guide provides a practical approach for organizations looking to refine their data management strategies, identify gaps that can affect AI performance, and set a strong foundation for AI success."

The "**The Role of Data in AI Quality**" guide offers key insights into:

- Understanding the impact of data quality on AI performance
- Best practices for data assessment, preparation, and governance
- Managing compliance and privacy risks in AI-driven environments
- Strategies for eliminating bias and enhancing data integrity
- Leveraging data enrichment techniques to optimize AI outputs

"Many organizations are eager to adopt AI but struggle with the foundational step of data readiness," added Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings. "This

guide goes beyond theory and provides actionable steps to help businesses effectively clean, structure, and manage their data. By following these best practices, companies can ensure their AI systems deliver accurate and meaningful insights."

By addressing the complete data lifecycle and establishing rigorous controls for accuracy and security, the comprehensive resource enables organizations to build the strong data foundation essential for successful AI implementation.

To download "**The Role of Data in AI Quality**," please visit our [AI Council resource center](#).

### **About Direct Digital Holdings**

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Energy, Healthcare, Travel & Tourism, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. **DDH is "Digital advertising built for everyone."**



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