COMPANY OVERVIEW

November 2023
Cautionary Note Regarding Forward-Looking Statements

Certain statements in this presentation may constitute "forward-looking statements." Those statements include, but are not limited to, statements with respect to the Company's future revenue projections and other financial performance, our anticipated growth strategies, anticipated trends in our industry business prospects and opportunities. These statements are generally identified by the use of words such as "could," "would," "may," "might," "will," "likely," "believes," "continues," "anticipates," "plans," "expects," "intends," "projects," "estimates," "objective," "goal," and similar expressions. These forward-looking statements may include projections of our future financial performance, growth strategies, expected product launches and anticipated trends in our industry.

All forward-looking statements speak only as of the date on which they are made. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions concerning future events that are difficult to predict. Therefore, actual future events or results may differ materially from these statements. Although we believe that these forward-looking statements are based on reasonable assumptions, a number of factors could cause actual results to differ materially from these statements, including, but not limited to (i) our dependence on the overall demand for advertising, which could be influenced by economic downturns; (ii) any slow-down or anticipated development in the market for programmatic advertising campaigns; (iii) the effects of health epidemics; (iv) operational and performance issues with our platform, whether real or perceived, including a failure to respond to technological changes or to upgrade our technology systems; (v) any significant inadvertent disclosure or breach of confidential and/or personal information we hold, or of the security of our customers', suppliers' or other partners' computer systems; (vi) any unavailability or non-performance of the non-proprietary technology, software, products and services that we use; (vii) unfavorable publicity and negative public perception about our industry, particularly concerns regarding data privacy and security relating to our industry's technology and practices, and any perceived failure to comply with laws and industry self-regulation; (viii) restrictions on the use of third-party "cookies," mobile device IDs or other tracking technologies, which could diminish our platform's effectiveness; (ix) any inability to compete in our intensely competitive market; (x) any significant fluctuations caused by our high customer concentration; (xi) our limited operating history, which could result in our past results not being indicative of future operating performance; (xii) any violation of legal and regulatory requirements or any misconduct by our employees, subcontractors, agents or business partners; (xiii) any strain on our resources, diversion of our management’s attention or impact on our ability to attract and retain qualified board members as a result of being a public company; (xiv) our dependence, as a holding company, of receiving distributions from Direct Digital Holdings, LLC ("DDH LLC") to pay our taxes, expenses and dividends; (xv) DDH LLC may make distributions of cash to us substantially in excess of the amounts we use to make distributions to our stockholders and pay our expenses (including our taxes and payments under the Tax Receivable Agreement), which, to the extent not distributed as dividends on our Class A common stock, would benefit Direct Digital Management, LLC, the entity indirectly owned by our Chairman and Chief Executive Officer and President, as a result of its ownership of Class A common stock upon an exchange or redemption of its LLC Units, and (xvi) other factors and assumptions discussed in the "Risk Factors," "Management's Discussion and Analysis of Financial Conditions and Results of Operations" and other sections of our filings with the SEC that we make from time to time. Recipients are cautioned not to place undue reliance on these statements. The Company does not undertake any obligation to publicly update these forward-looking statements, except as required.

Non-GAAP Financial Measures

In addition to financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including adjusted EBITDA and adjusted EBITDA margin. We believe that this information can assist investors in evaluating our operational trends, financial performance, and cash generating capacity. These non-GAAP measures are presented for supplemental informational purposes only and should not be considered a substitute for financial information presented in accordance with GAAP. These non-GAAP measures have limitations as analytical tools. For example, other companies may calculate non-GAAP metrics differently or may use other metrics to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial metrics as tools for comparison. They should not be considered in isolation or as a substitute for analysis of other GAAP financial measures. A reconciliation of these measures to the most directly comparable GAAP measures is included at the end of this presentation. This presentation contains statistical data, estimates and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation.
FOUNDER-LED MANAGEMENT TEAM SUPPORTED BY EXPERIENCED BOARD

Mark Walker  
Co-Founder, Chairman & Chief Executive Officer

Keith Smith  
Co-Founder, Director & President

Diana Diaz  
Chief Financial Officer

Anu Pillai  
Chief Technology Officer

Maria Lowrey  
Chief Growth Officer

Tonie Leatherberry  
Independent Director

Richard Cohen  
Independent Director

Misty Locke  
Independent Director
DIGITAL ADVERTISING BUILT FOR EVERYONE.

Buy-Side Platform

Approach
• Responsible for buying media for clients to drive ROI for clients

Capabilities
• Digital Marketing
• SEO / SEM
• Media Planning & Buying
• Digital Performance Audits
• Analytics Configuration
• Website Design & Development
• Consulting Service Partner
• White Label Partner

Sell-Side Platform

Approach
• Automated sell of ad inventory between advertisers and agencies leveraging proprietary technology
• Leverage your programmatic buying to reach multicultural and general market audience through a diverse owned supplier platform

Capabilities*
• 400+ billion monthly impressions
• 53+ billion multicultural impressions
• 22,100+ media properties
• 34 billion+ auctions monthly
*As of 09/30/23
DIRECT DIGITAL HOLDINGS

Founder-led, technology platform that assists companies buy and sell media to deliver ROI

Exceeding the demands of the underserved middle market and penetrating multicultural audiences

Profitable, publicly-traded company well-positioned to capitalize on the rapidly evolving digital advertising market\(^1\)

Accelerated organic growth and operational playbook going forward

Top performing diverse-owned supplier helping brands, agencies, and consultancy partners reach their social DEI objectives and budget commitments across our media and advertising technology platforms

Ninth black-owned company to go public in the U.S.\(^2\)

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\(^1\)Based on consolidated gross profit for the year ended December 31, 2022.

\(^2\)Based on third-party research of initial public offerings in the U.S. capital markets between 1985–2022.
WITH OVER 200+ CLIENTS, OUR BUSINESS IS FOCUSED ON DRIVING ROI FOR CUSTOMERS AND DIVERSE PUBLISHERS

Direct Digital Holdings
- Oography
- Colossus SSP
- ORANGE142

HM and Colossus SSP continue to add new customers and publishers

Direct Digital Holdings acquired

Colossus SSP
- ORANGE142
- ORANGE142
- ORANGE142

Achieved record growth at +25% YoY driven by SSP growth +325% YoY

Organic growth of +134% over 2021

Estimated +101% over 2022 performance

$180m Est Rev

$89m Rev

$38m Rev

$30m Rev

$7m Rev

$6m Rev

$3m Rev

*Based on our mid-point estimate for our FY2023 revenue guidance of $170M–$190M as of 11/09/2023.
WE HAVE MULTIPLE OPPORTUNITIES TO WORK WITH CORPORATIONS BASED UPON ORGANIZATIONAL NEEDS

Example Companies

- Omnicom

Decision to purchase media

Buy-Side Platform

Direct Digital Holdings

Demand Side Platform (DSP)

Integrated to SSPs to access ad inventory

Supply-Side Platform (SSP)

Sells media inventory through SSPs

Publisher

Data Lake

- Client
- Agency

Direct Digital Holdings

- theTradeDesk
- xandr
- BEESWAX
- Basis

- StackAdapt
- Magnite
- PubMatic
- Gannett
- Hearst
GROWING MIDDLE MARKET CUSTOMER BASE AND EXPANDING REACH WHILE MAINTAINING PROFITABILITY

228+ Customers
5+ year Average tenure for top 20 clients
$34K+ Quarterly Revenue Per Customer

+9% 22K+ Media properties
+220% 400+ billion Monthly Impressions

Note: YoY comparison Q3 2023 vs. Q3 2022
MASSIVE, UNDERSERVED ADDRESSABLE DIGITAL ADVERTISING MARKET WITH STRONG TAILWINDS

$191 billion* U.S. Digital Ad Spend

$57 billion** Middle Market Advertising

Middle Market is vast and highly fragmented

*Source: eMarketer
**Source: BIA — Market size is based on 2021E and includes traditional and digital advertising spend.

Total CTV / Video Ad Spending

- 2019: $31.0
- 2022: $61.3
- CAGR: 26%

U.S. Programmatic Digital Display Ad Spending

- 2019: $59.6
- 2022: $96.6
- CAGR: 17%

Total U.S. Digital Ad Spending

- 2019: $132.5
- 2022: $220.9
- CAGR: 19%

Note: $ in billions. Source: eMarketer
**DIRECT DIGITAL HOLDINGS**

- **Blue Chip & Middle Market Advertiser Base**
  - Quality advertisers

- **High Marketplace Volume**
  - 34 billion+ monthly bid responses

- **Superior Monetization**
  - Top 10 revenue producer

- **Full Funnel Digital Platform**
  - CTV / OTT, video, display, audio & native

<table>
<thead>
<tr>
<th>Select Multicultural Publishers</th>
<th>Select General Market Publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLAVITY</strong></td>
<td><strong>GANNETT</strong></td>
</tr>
<tr>
<td><strong>iONE</strong></td>
<td><strong>SAILING WORLD</strong></td>
</tr>
<tr>
<td><strong>thegrio</strong></td>
<td><strong>HEARST</strong></td>
</tr>
<tr>
<td><strong>NGL Collective</strong></td>
<td><strong>BuzzFeed</strong></td>
</tr>
<tr>
<td><strong>FASHION BOMBdaily</strong></td>
<td><strong>ESPN</strong></td>
</tr>
<tr>
<td><strong>UNIVISION</strong></td>
<td><strong>REUTERS</strong></td>
</tr>
<tr>
<td><strong>LA NACION</strong></td>
<td><strong>GourmetAds</strong></td>
</tr>
<tr>
<td><strong>BLACK ENTERPRISE</strong></td>
<td><strong>daily dot</strong></td>
</tr>
<tr>
<td><strong>textnow</strong></td>
<td><strong>USA TODAY</strong></td>
</tr>
<tr>
<td><strong>ONDemand</strong></td>
<td><strong>Women’s Health</strong></td>
</tr>
<tr>
<td><strong>KOREAKOREA</strong></td>
<td><strong>NBCUniversal</strong></td>
</tr>
</tbody>
</table>

1. MediaVine, Largest exclusive ad management company with 8300 media properties.
WHY DO ADVERTISERS CHOOSE DDH?

- Measurable & Superior ROI
- Broad Reach: 400+ billion monthly impressions
- Access to Unique Multicultural Audiences

Select Buy-Side Customers

Select Sell-Side Advertisers

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1 Ranking as of July 2022.
GROWTH & PERFORMANCE
KEY Q3 2023 HIGHLIGHTS

$59.5 Million
Total Revenue

129%
Growth
Total YoY Revenue Growth

$51.6 Million
Sell-Side Revenue

$5.4 Million
Adjusted EBITDA (1)

$7.9 Million
Buy-Side Revenue

$5.5 Million
Total Cash Balance

(1) Adjusted EBITDA is a non-GAAP financial measure, see reconciliation at the end of the presentation.
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$89.4 Million</td>
<td>134%</td>
</tr>
<tr>
<td>Sell-Side Revenue</td>
<td>$60.0 Million</td>
<td></td>
</tr>
<tr>
<td>Buy-Side Revenue</td>
<td>$29.4 Million</td>
<td>60%</td>
</tr>
<tr>
<td>Adjusted EBITDA (1)</td>
<td>$10.2 Million</td>
<td></td>
</tr>
</tbody>
</table>

(1) Adjusted EBITDA is a non-GAAP financial measure, see reconciliation at the end of the presentation.
CONTINUED YEAR-OVER-YEAR GROWTH

($ In Millions)

Quarterly Highlights

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue</th>
<th>Adj. EBITDA(1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 2022</td>
<td>$30.7M</td>
<td>$3.1M</td>
</tr>
<tr>
<td></td>
<td>+135% YOY</td>
<td></td>
</tr>
<tr>
<td>Q1 2023</td>
<td>$21.2M</td>
<td>$0.5M</td>
</tr>
<tr>
<td></td>
<td>+87% YOY</td>
<td></td>
</tr>
<tr>
<td>Q2 2023</td>
<td>$35.4M</td>
<td>$3.1M</td>
</tr>
<tr>
<td></td>
<td>+67% YOY</td>
<td></td>
</tr>
<tr>
<td>Q3 2023</td>
<td>$59.5M</td>
<td>$5.4M</td>
</tr>
<tr>
<td></td>
<td>+129% YOY</td>
<td></td>
</tr>
<tr>
<td>TTM</td>
<td>$146.8M</td>
<td>$12.1M</td>
</tr>
<tr>
<td></td>
<td>+105% YOY</td>
<td>+36% YOY</td>
</tr>
</tbody>
</table>

YTD 2023 Highlights

- Revenue: $116.1M
- Gross Profit: $28.3M
- OpEx: $21.7M
- Net Income (Loss): $3.2M
- Adj. EBITDA(1): $9.0M

(1) Adjusted EBITDA is a non-GAAP financial measure, see reconciliation at the end of the presentation.
Continued Focus on Organic Growth Initiatives Drives Revenue +134% in FY2022

- In FY 2022, sell-side contributed $60 million or 400% growth YoY.
- In FY 2022, buy-side contributed $29.3 million or 12% growth YoY.

*Based on our mid-point estimate for our FY2023 revenue guidance of $170M–$190M as of 11/09/2023.
QUARTERLY SEASONALITY
Consolidated Revenue

($ In Millions)

- Q1 is lower due to budget resets.
- Buy-side businesses have higher Q2 and Q3 revenue driven by Destination Marketing Organization (“DMO”) customers.
- Sell-side business has higher Q4 revenue driven by holiday activity.
QUARTERLY SEASONALITY
Revenue—Sell-Side (Colossus SSP)
($ In Millions)

- For the sell-side, Q1 is typically the lowest quarter due to budget reset.
- Q4 is typically the highest quarter due to holiday traffic.
QUARTERLY SEASONALITY
Revenue—Buy-Side (Orange 142 & Huddled Masses)

($ In Millions)

- For the buy-side, Q1 is typically the lowest quarter due to budget reset.
- Q2 and Q3 revenue is typically higher, driven by Destination Marketing Org. (‘DMO”) customers.

+$15\%$ YoY  $+28\%$ YoY  $+27\%$ YoY  $+10\%$ YoY
Company impacted by additional public company costs, gross margin profile changes due to revenue mix, as well as growth and investments in the business.

### Revenue Mix

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Q1 2023</th>
<th>Q2 2023*</th>
<th>Q3 2023*</th>
<th>Long-Term Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buy-Side</strong></td>
<td>69%</td>
<td>33%</td>
<td>35%</td>
<td>33%</td>
<td>13%</td>
<td>20% - 25%</td>
</tr>
<tr>
<td><strong>Sell-Side</strong></td>
<td>31%</td>
<td>67%</td>
<td>65%</td>
<td>67%</td>
<td>87%</td>
<td>75% - 80%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Gross Margin

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Q1 2023</th>
<th>Q2 2023*</th>
<th>Q3 2023*</th>
<th>Long-Term Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buy-Side</strong></td>
<td>62%</td>
<td>64%</td>
<td>60%</td>
<td>61%</td>
<td>60%</td>
<td>60% - 65%</td>
</tr>
<tr>
<td><strong>Sell-Side</strong></td>
<td>18%</td>
<td>16%</td>
<td>14%</td>
<td>12%</td>
<td>14%</td>
<td>13% - 15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>48%</td>
<td>32%</td>
<td>30%</td>
<td>28%</td>
<td>20%</td>
<td>22% - 25%</td>
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</table>

### Operating Expenses

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Q1 2023</th>
<th>Q2 2023*</th>
<th>Q3 2023*</th>
<th>Long-Term Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>37%</td>
<td>24%</td>
<td>31%</td>
<td>22%</td>
<td>12%</td>
<td>15% - 20%</td>
</tr>
</tbody>
</table>

### Operating Income Margin

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>Q1 2023</th>
<th>Q2 2023*</th>
<th>Q3 2023*</th>
<th>Long-Term Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>11%</td>
<td>8%</td>
<td>-1%</td>
<td>6%</td>
<td>8%</td>
<td>7% - 10%</td>
</tr>
</tbody>
</table>

*Sell-side gross margin in Q2 and Q3 was negatively impacted by $0.6 million and $0.5 million, respectively, of hosting costs for servers, which will continue for the next two quarters to support growth. Without these costs, sell-side gross margin would have been 14.6% and 14.6%, respectively, in line with the long-term range.
## RECONCILIATION OF NET INCOME (LOSS) TO ADJUSTED EARNINGS BEFORE INTEREST, TAXES, DEPRECIATION, AND AMORTIZATION (EBITDA)

($ in Thousands)

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Net income (loss)</strong></td>
<td>$(671.6)</td>
<td>$2,614.4</td>
<td>$810.8</td>
<td>$1,413.1</td>
<td>$(1,333.9)</td>
<td>$1,195.0</td>
<td>$3,350.9</td>
<td>$4,166.6</td>
<td>$3,211.9</td>
</tr>
<tr>
<td><strong>Add back (deduct):</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>488.5</td>
<td>488.5</td>
<td>488.5</td>
<td>488.5</td>
<td>488.5</td>
<td>488.5</td>
<td>488.5</td>
<td>1,953.8</td>
<td>1,465.4</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>-</td>
<td>-</td>
<td>34.2</td>
<td>56.5</td>
<td>65.0</td>
<td>63.7</td>
<td>34.2</td>
<td>326.6</td>
<td>165.6</td>
</tr>
<tr>
<td>Interest expense</td>
<td>713.8</td>
<td>650.3</td>
<td>905.6</td>
<td>961.0</td>
<td>1,017.3</td>
<td>1,027.5</td>
<td>1,059.9</td>
<td>3,230.6</td>
<td>3,104.7</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>-</td>
<td>86.7</td>
<td>128.4</td>
<td>111.5</td>
<td>(74.6)</td>
<td>74.3</td>
<td>166.0</td>
<td>326.6</td>
<td></td>
</tr>
<tr>
<td>Loss on redemption of common unit</td>
<td>590.7</td>
<td>-</td>
<td>128.4</td>
<td>111.5</td>
<td>(74.6)</td>
<td>74.3</td>
<td>166.0</td>
<td>326.6</td>
<td>165.6</td>
</tr>
<tr>
<td>Gain on forgiveness of PPP Loan</td>
<td>-</td>
<td>(287.2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(287.2)</td>
</tr>
<tr>
<td>Stock-based compensation</td>
<td>-</td>
<td>15.4</td>
<td>70.0</td>
<td>68.3</td>
<td>94.5</td>
<td>209.5</td>
<td>241.5</td>
<td>153.8</td>
<td>545.5</td>
</tr>
<tr>
<td>Loss on early extinguishment of debt</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>299.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>299.8</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$1,121.3</td>
<td>$3,568.0</td>
<td>$2,403.3</td>
<td>$3,076.5</td>
<td>$548.0</td>
<td>$3,059.8</td>
<td>$5,370.4</td>
<td>$10,169.1</td>
<td>$8,978.1</td>
</tr>
</tbody>
</table>

### Notes:
- Three Months Ended
- FY2022
- FY2023
In addition to our results determined in accordance with U.S. generally accepted accounting principles ("GAAP"), including, in particular operating income, net cash provided by operating activities, and net income, we believe that earnings before interest, taxes, depreciation and amortization ("EBITDA"), as adjusted for stock compensation expense, loss on early termination of line of credit, and loss on early extinguishment of debt, and loss on early redemption of non-participating preferred units ("Adjusted EBITDA"), a non-GAAP financial measure, is useful in evaluating our operating performance. The most directly comparable GAAP measure to Adjusted EBITDA is net income (loss).

In addition to operating income and net income, we use Adjusted EBITDA as a measure of operational efficiency. We believe that this non-GAAP financial measure is useful to investors for period-to-period comparisons of our business and in understanding and evaluating our operating results for the following reasons:

• Adjusted EBITDA is widely used by investors and securities analysts to measure a company's operating performance without regard to items such as depreciation and amortization, interest expense, provision for income taxes, and certain one-time items such as acquisition transaction costs and gains from settlements or loan forgiveness that can vary substantially from company to company depending upon their financing, capital structures and the method by which assets were acquired;
• Our management uses Adjusted EBITDA in conjunction with GAAP financial measures for planning purposes, including the preparation of our annual operating budget, as a measure of operating performance and the effectiveness of our business strategies and in communications with our board of directors concerning our financial performance; and
• Adjusted EBITDA provides consistency and comparability with our past financial performance, facilitates period-to-period comparisons of operations, and also facilitates comparisons with other peer companies, many of which use similar non-GAAP financial measures to supplement their GAAP results.

Our use of this non-GAAP financial measure has limitations as an analytical tool, and you should not consider it in isolation or as a substitute for analysis of our financial results as reported under GAAP. The following table presents a reconciliation of Adjusted EBITDA to net income (loss) for each of the periods presented.
IN THE PRESS
Direct Digital Holdings just issued its second quarter earnings late last week after going public in February, reporting that revenue reached $21.3 million, an impressive 90 percent hike over the same quarter in 2021, while net income grew 58 percent over Q2 2021 to $2.6 million. Though the company wasn’t yet public — and was growing off a small base — Direct Digital Holdings had previously generated revenue growth of 330 percent in 2021 and 235 percent in 2020, attracting business from the likes of the National Basketball Association, HP and Bayer.

Black-owned holding company Direct Digital Holdings goes public

For Direct Digital Holdings, going public is a way to further support the growth of multicultural media owners in the marketplace through programmatic advertising, Walker told Campaign US in an email.

“We believe this IPO will give us the necessary capital to accelerate our growth and become one of the go-to companies within the programmatic ad tech space,” he said.

Direct Digital Holdings will use the IPO proceeds to bulk up its sales force and expand into new markets, as well as invest in proprietary software and technology for Colossus SSP, Walker said.

Geoff: Between cold calling and beating down the doors, once we finally got someone to give us their ear, they get it. Colossus was formed from a place of need, where we saw a lack of diversity in a scalable place — a one-stop-shop. We really wanted to position ourselves to be efficiency partners. And so once you really explain the why, I don’t want to say it’s a no-brainer, but it just makes sense. While we are inclusive, we’re not exclusive.

One thing that we wanted to make sure that you can do when executing any buys within the Colossus exchange is that it was representative of what you saw outside of your windows.
Ad industry demands ‘tsunami of truth’ from Twitter in wake of whistleblower complaint

Ketrie MacDonald, CEO of performance marketing company Huddled Masses, said Twitter has “consistently been a low priority for our mid-market brand clients since the performance results just aren’t there.”

“This news gives us some clearer insight as to why the deliverables haven’t been strong enough to merit clients’ ad dollars,” she added.

Orange142 Extends Its 25-Year Relationship With Pigeon Forge Department Of Tourism

“With each digital advertising campaign, we capture front-end key performance metrics such as impressions, clicks, video views, conversions with backend performance once on site to ensure we’re not only delivering website traffic but quality website traffic,” said Ross Ramon, President and CEO of Orange142. “All data points are used to refine geographic and demographic audience targeting in real-time.”

How This SSP Helped Blavity and Black Enterprise Grow Ad Revenue

Colossus connects advertisers to African American, Latinx, AAPI, LGBTQ+ and women-owned publishers.

“We knew that there was a rich population that just needed to have the opportunity to be connected to the ecosystem.”

Mark Walker, CEO and co-founder, Digital
Direct Holdings

The number of brands and media agencies tapping into Colossus SSP rose by 87% between Q1 2021 to Q1 2022, including clients like Bayer, HP and the NBA.
“One of the main impetuses we looked for was the opportunity to raise money in the public market to fuel our organic growth strategy and acquisition growth strategy,” Walker said.

“As a new public company that provides both programmatic buy- and self-side solutions for an array of advertisers, I look forward to increasing brand awareness for Direct Digital Holdings and its successful portfolio of operating companies,” Vilchez Lowrey said.

“It is vital that marketers work very closely with their verification partners to understand the taxonomy behind their brand safety categories,” said Lashawnda Goffin, CEO of ad tech vendor Colonus S3E. “This is especially necessary when trying to reach under-represented audiences. Same goes, if a brand is advertising along news content that focuses on multicultural communities. There are different vernaculars or cultural sayings to consider. Words such as ‘sope’ could be flagged, when in the Urban community the term means ‘good’. There’s a disconnect in the way — and it starts with language.”
“A significant opportunity exists for brands to grow sales and expand their market share by demonstrating support,” said Mark Walker, co-founder and CEO of DDH.

A survey of AAPI, Black, LGBTQ+ and Hispanic/Latinx adults reveals they’re more likely to notice ads on diverse media than mainstream outlets. Most are also inclined to take action, whether that means telling a friend or buying the product.

Overall, nearly 8 in 10 diverse consumers feel more positive about brands that advertise on media properties either by or directed at people like them. As Walker put it, the figures show this group of shoppers is “telling brands, unambiguously, that if marketers show up for them, they will show up for the brands.”

As Direct Digital Holdings has grown, it has aimed to create more programmatic access for underserved publishers who are often disadvantaged on company media plans and blocklists. The business recently published a white paper that proves brands are leaving money on the table by not engaging with diverse audiences where they spend their time.

In advertising, there is also a business incentive in engaging communities of color. Research shows that consumers will stick with brands or favor a company when they see diverse and multicultural media. Some 90% of U.S. consumers belonging to BIPOC (black, indigenous and people of color) and LGBTQ+ communities said they would switch over from a competitor, tell others about a brand or support it on social media if a company is investing in their community, according to data from ad tech firm Direct Digital Holdings.
“Consumers consistently told us that they factor in whether brands exhibit genuine support for their communities -- so much so that a large majority factor in this support when deciding what to buy or not to buy,” Mark D. Walker, co-founder, chairman and CEO of Direct Digital Holdings, said in the report.
Almost 90 percent of diverse/multicultural consumers report taking action because of a company investing in their community, according to a whitepaper from Direct Digital Holdings, “Dollars & DEI: Multicultural Consumers Insights on Brands’ Media Buying and Marketing Practices.”

Tucson Launches Marketing Campaign to Attract Hispanic and Spanish-Speaking Travelers

Created with the assistance of the digital marketing agency Orange142, the campaign relies heavily on stories and images of local people, music, and places to highlight Tucson’s vibrant culture and heritage. In addition, messaging was thoughtfully and deliberately created to exemplify the diversity of the Tucson region.

LG: Colossus was formed before the unfortunate incident where social unrest was triggered. That was the pivotal moment when brands started to think of ways to give back to the community. DDH just released a white paper, Dollars & DEI: Multicultural Consumers’ Insights on Brands’ Media Buying and Marketing Practice, and it speaks about advertisers needing to put their money where their mouth is and how consumers in these audiences react and choose to support brands that give back to their community.
Houston-based advertising technology company Direct Digital Holdings (Nasdaq: DRCT) reported a solid finish to its first year as a public company, despite what CEO and co-founder Mark Walker referred to as a "volatile year for the advertising industry."

DOH finished 2022 with net income of $2.9 million, compared to a net loss of $1.5 million in 2021. Its full-year revenue was $98 million, a 131% increase from the previous year.

"If you think the process is hard — it actually is," Walker says on the journey to IPO. "We were a privately held company, and we knew we had a good growth trajectory and we looked a couple different options. We decided to go public in a very traditional way." Read more.
Awards & Recognition
Mark Walker named by Texas Black Expo, Inc. as a 2023 Corporate Titan Award recipient, an award for demonstrating exemplary commitment to investing in and supporting businesses that positively impact urban communities.

Direct Digital Holdings honored as the 5th fastest growing Longhorn owned or led businesses in the world at the inaugural Longhorn 100 awards celebration.

Mark Walker and Keith Smith Named as EY’s Entrepreneur Of The Year® Gulf South Award Winners. It’s an honor to be recognized as the founders of a high-growth technology company that is actively working to build a more equitable, sustainable and prosperous world through the digital advertising solutions we offer through Colossus SSP, Huddled Masses, Orange142.

Direct Digital Holdings honored by Houston Business Journal’s as Top 2023 Diversity in Business Awards program honoring organizations and individuals committed to promoting practices that advance diversity and inclusion in the workplace.

Direct Digital Holdings recognized by The Houston Business Journal for Top 2023 Fastest Growing Houston-area middle market companies.

Lashawnda Goffin, Chief Executive Officer of Colossus SSP, has been selected to win the 2023 Catalyst Award, a special accolade that is part of the AdExchanger and AdMonsters’ 2023 Top Women in Media & Ad Tech program. The award is given to a woman industry leader who has driven a tremendous amount of growth for the business and team over the past year.
Deloitte announced that Direct Digital Holdings placed 108th on the Deloitte Technology Fast 500™, a ranking of the 500 fastest-growing technology, media, telecommunications, life sciences, fintech and energy tech companies in North America, now in its 29th year. During the measurement period, Direct Digital Holdings grew 1,325%, making it the 8th ranked company in Deloitte’s Digital Content / Media / Entertainment division. The Company placed among the top 20% of all companies on the list and was ranked #6 in Texas.

Ernst & Young LLP (EY U.S.) announced that Mark D. Walker and Keith Smith of Direct Digital Holdings were named an Entrepreneur Of The Year® 2023 Gulf South Award winner. The Entrepreneur Of The Year Awards program is one of the preeminent competitive awards for entrepreneurs and leaders of high-growth companies. Mark and Keith were selected by an independent judging panel made up of previous award winners, leading CEOs, investors and other regional business leaders. The candidates were evaluated based on their demonstration of building long-term value through entrepreneurial spirit, purpose, growth and impact, among other core contributions and attributes.

Colossus SSP was recognized with a SAMMY Award for its unique technology stack combining insights and intelligence in the digital advertising buying ecosystem.

Awards & Recognition (continued)
The findings reveal that brands, at a time of economic uncertainty, are currently missing out on significant revenue and market share growth opportunities – and jeopardizing future growth – due to a lack of appropriate and purposeful focus on the Black, Hispanic/Latin, AAPI, and LGBTQIA+ communities.

Featuring both quantitative research and commentary from industry leaders, the paper offers actionable guidance for brands, agencies, media buyers and businesses.

**Takeaways include:**
- How diverse/multicultural communities respond when brands purposefully show up for them – and how they react when marketers fail to deliver on earlier promises to engage
- What it takes to inspire positive action and vocal brand advocacy from diverse/multicultural audiences
- The critical role that marketers’ media buying strategy plays in the mix – and how investing in targeted diverse/multicultural media creates greater impact
- Insights into other factors, such as creative representation and diverse business/vendor partnerships, that also influence these consumers