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LegalZoom Broadens Relationship with Veritone One to Include Local and National Advertising Campaigns

LegalZoom taps AI-driven ad agency to take charge on new offline media initiatives

COSTA MESA, Calif.--(BUSINESS WIRE)-- [Veritone One](#)®, a full-service advertising agency that creates native and traditional advertising for renowned brands, and a subsidiary of [Veritone, Inc.](#), announced today an expansion of services with [LegalZoom](#), the leading provider of legal solutions for small businesses and families, from its initial work testing local campaigns, to delivering full-scale national, local and podcasting campaigns.

Veritone One develops native and traditional advertising with an expertise in media buying, planning, creative development and a commitment to excellence in relationship building with top-tier, national broadcast hosts. Through the partnership, LegalZoom and Veritone One have built robust campaigns that have raised LegalZoom's market awareness using podcasting and host endorsements.

"LegalZoom is proud to have been the first client of Veritone One over 15 years ago, and we have continued to grow this relationship due to the quality of service and innovation they can offer with the Veritone Platform," said John Suh, chief executive officer of LegalZoom. "The creative strategy, copy and content they have developed for our campaigns and the relationships they have fostered with endorsers ensure that we consistently resonate across target mediums and audiences."

Veritone One leverages proprietary artificial intelligence (AI) technology, the Veritone Platform, to provide LegalZoom transparency and accuracy of ad verification in near real time, as well as competitor tracking. The Veritone Platform ingests thousands of hours of audio and video content daily, leveraging its powerful suite of integrated cognitive engines, including logo detection, natural language processing, voice fingerprinting, facial recognition and object detection, creating a rich and actionable database and index. The platform offers previously unavailable intelligence along with powerful search and discovery that will continue to optimize clients' offline media spending and effectiveness.

"Working with LegalZoom has been an ideal partnership. What started with local radio testing has grown into an opportunity to share their innovative and important message that legal help should be available to everyone," said Ryan Steelberg, president of Veritone One. "Our team's dedication and creativity, paired with the power of the Veritone Platform provides the perfect foundation as we take charge on new national and local campaigns."

For more information about Veritone One, visit [VeritoneOne.com](#). To learn more about the breakthrough technology turning artificial intelligence into actionable intelligence, visit [Veritone.com](#).

About Veritone One

[Veritone One](#) is a full-service advertising agency providing media planning, media buying and creative development across broadcast, digital and social media. Headquartered in Costa Mesa, Calif., Veritone One is a subsidiary of Veritone, Inc.

About Veritone, Inc.

Veritone, Inc. is a leading artificial intelligence company that has developed the Veritone Platform, which unlocks the power of AI-based cognitive computing to seamlessly and automatically process, transform and analyze unstructured public and private audio and video data for clients in the media, politics, legal and law enforcement industries. The open platform integrates an ecosystem of best-of-breed cognitive engines and powerful applications, which are orchestrated together to reveal valuable, multivariate insights. To learn more about Veritone, please visit [Veritone.com](https://www.veritone.com)

About LegalZoom

LegalZoom is a trusted platform of people and technology that gives the world access to consistently high quality legal solutions. As the nation's leading provider, LegalZoom empowers millions of people to protect what matters most to them. Whether it's helping small business owners or families, LegalZoom is at the vanguard of efficiently delivering high touch, high service legal help. Since its founding over 15 years ago, LegalZoom has serviced nearly 4 million customers in the US and the UK, and is now over 1000 employees strong. For more information, please visit www.LegalZoom.com.

SAFE HARBOR STATEMENT

This news release contains forward-looking statements, including without limitation statements regarding the use of the Veritone Platform and the expected benefits for LegalZoom. Without limiting the generality of the foregoing, words such as “may,” “will,” “expect,” “believe,” “anticipate,” “intend,” “could,” “estimate” or “continue” or the negative or other variations thereof or comparable terminology are intended to identify forward-looking statements. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements. Assumptions relating to the foregoing involve judgments and risks with respect to various matters which are difficult or impossible to predict accurately and many of which are beyond the control of Veritone. Although Veritone believes that the assumptions underlying the forward-looking statements are reasonable, any of the assumptions could prove inaccurate and, therefore, there can be no assurance that the results contemplated in forward-looking statements will be realized. In light of the significant uncertainties inherent in the forward-looking information included herein, the inclusion of such information should not be regarded as a representation by Veritone or any other person that their objectives or plans will be achieved. Veritone undertakes no obligation to revise the forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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