



Direct Digital Holdings | IR Roundup

January to May 2023

Important Updates

WHITEPAPER

[Dollars & DEI: Multicultural Consumers' Insights on Brands' Media Buying and Marketing Practice](#)

IN THE NEWS...

January

[State of AdTech Interview: "Admire the market carnage, a silver lining is emerging for some ad tech companies"](#)

[Digiday](#) | January 4th, 2023

[Hear from Mark Walker, Chairman and CEO of Direct Digital Holdings Live at ICR Conference](#)

[IPO Edge](#) | January 13th, 2023

[Hear from Mark Walker, Chairman and CEO of Direct Digital Holdings Live at ICR Conference](#)

[Yahoo Finance](#) | January 13th, 2023

[New Board Member Press Release: M. Locke](#)

[Press Release](#) | January 18th, 2023

[Misty Locke joins Direct Digital Holdings' Board of Directors](#)

[Campaign US](#) | January 18th, 2023

[Direct Digital Holdings Appoints Misty Locke, Former Global Chief Marketing Officer For Dentsu Media, To Board Of Directors](#)

[Martech360](#) | January 19th, 2023

[2023 Largest Houston-area Black-owned businesses](#)

[Houston Business Journal](#) | January 26th, 2023

[Inspirational Black Men and Women of the C-Suite: Mark Walker of Direct Digital Holdings On The Five Things You Need To Succeed As A C-Suite Executive](#)

[Authority Magazine](#) | January 22nd, 2023

February

[The Female Quotient Panel: Let's talk Quiet Quitting and Real Solutions to Address the Challenge](#)

[The Female Quotient](#) | February 6th, 2023

[Pioneering Digital Advertising](#)

[Disruption Now Podcast](#) | February 6th, 2023

[Direct Digital Holdings to Ring Nasdaq Closing Bell on Tuesday, February 14, 2023 to Celebrate One-Year Anniversary of Public Listing](#)

[Press Release](#) | February 6th, 2023

[Leveraging Technology to Help Middle Market Companies Buy and Sell Media](#)

[Planet MicroCap Podcast](#) | February 9, 2023

[Walking The DEI Walk With Direct Digital Holdings CEO Mark Walker](#)

[AdExchanger Talks](#) | February 14th, 2023

[Brands Are Missing Out On Revenue and Market Share Growth By Not Engaging Effectively With Diverse Communities & Media Properties, According To Research from Direct Digital Holdings](#)

[Press Release](#) | February 14th, 2023

[Mark Walker, Founder and CEO of Direct Digital Holdings - Finding Your Audience: Digital Advertising Solutions that Reach Multicultural Audiences](#)

[Welcome to the Arena Podcast with ICR Co-Founder and CEO, Tom Ryan](#) | February 15th, 2023

[Ad Club of NY-AD Club Foundation "Icons, RockStars, & Innovators"](#)

[The Advertising Club](#) | February 15th, 2023

[Adtech founder on his historic IPO and the future of the industry - Mark Walker of Direct Digital Holdings](#)

[Houston Innovators Podcast](#) | February 15th, 2023

[Behind the Bell: Direct Digital Holdings](#)

[NASDAQ](#) | February 15th, 2023

[Direct Digital Holdings Announces New \\$5 Million Revolving Credit Facility with Silicon Valley Bank](#)

[Press Release](#) | February 21st, 2023

[Face to Face: Why Houston was key to building ad tech business Direct Digital Holdings](#)

[Houston Business Journal](#) | February 27th, 2023



Direct Digital
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March

[Direct Digital Holdings to Participate in 35th Annual Roth Conference](#)

Press Release | March 1st, 2023

[Direct Digital Holdings to Report Fourth Quarter & Full-Year 2022 Financial Results](#)

Press Release | March 2nd, 2023

[Women That Flex: Celebrating Women Leaders with Far Reaching Impact](#)

SXSW | March 8th, 2023

[Campaign Chemistry Podcast Interview: Episode 81](#)

Campaign US Podcast | March 14th, 2023

[Direct Digital Holdings Expands Executive Team](#)

Press Release | March 20th, 2023

[BRIDGE Announces an Unprecedented Roster of Speakers and the Agenda for its Inaugural Summit and DE&I Retreat](#)

PR Newswire | March 21st, 2023

[Direct Digital Holdings Reports Fourth Quarter & Full-Year 2022 Financial Results](#)

Press Release | March 23rd, 2023

[Diversity in Business Awards Nomination & Awards Ceremony: Outstanding Diverse Organizations in Houston](#)

Houston Business Journal | March 30th, 2023

April

[Mark Walker, of Direct Digital Holdings, on reaching multicultural audiences with programmatic advertising](#)

eMarketing Association Podcast | April 6th, 2023

[2023 Fastest-growing Houston-area middle market companies](#)

Houston Business Journal | April 7th, 2023

[Planet MicroCap Podcast Interview: Direct Digital Holdings on FY & Q4 2022 Financial Performance, Reasons for Growth + 2023 Catalysts](#)

Planet MicroCap Podcast | April 12th, 2023

[Direct Digital Holdings to Present at the Planet MicroCap Showcase: VEGAS 2023](#)

Press Release | April 17th, 2023

[Direct Digital Holdings Announces Upward Revision of Previously Published FY 2022 Earnings Press Release](#)

Press Release | April 17th, 2023

[Direct Digital Holdings to Report First Quarter 2023 Financial Results](#)

Press Release | April 20th, 2023

[EY's Entrepreneur Of The Year® Gulf South Award finalists](#)

EY | April 25th, 2023

[WEBINAR: Q&A with Colossus SSP](#)

IPONWEB | April 26th, 2023

[Naples Zoo Effectively Targets Hispanic Families With Digital](#)

Mediapost | April 27th, 2023

[Lashawnda Goffin of Colossus SSP to Receive AdExchanger and AdMonsters' 2023 Top Women in Media & Ad Tech Catalyst Award](#)

Press Release | April 28th, 2023

CASE STUDIES

[Huddled Masses Drives 4X Return On As Spend for Naples Zoo](#)

[Orange142 Increases Tucson Tourism Web Traffic by 500%](#)

EVENTS

ICR Conference | Jan 9th–11th | Orlando, FL

Roth Conference | Mar 12 – 14th | Dana Point, CA

BRIDGE Summit | April 23 - 25th | Mandalay Beach, CA

MicroCap Showcase Investor Conference | April 25-27th | Las Vegas, NV

4A's Partner Member Summit | May 9th | Los Angeles, CA



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