

February 6, 2025



Direct Digital Holdings Launches AI Council to Bridge the AI Gap for Small and Medium-size Business Advertisers

The new initiative aims to ensure SMBs and mid-market brands aren't left behind in the digital marketplace

HOUSTON, Feb. 6, 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 formation of its Artificial Intelligence (AI) Council, a new initiative aimed at demystifying and operationalizing artificial intelligence for small and mid-sized business (SMB) advertisers. The cutting-edge council will tackle the widening disparity in AI utilization between large corporations and smaller enterprises by equipping these businesses with actionable AI strategies to enhance their competitiveness in the digital arena.

As digital landscapes evolve, the adoption of AI in advertising has become a critical factor for success. Yet, many SMBs and mid-market brands are disadvantaged due to resource limitations and a lack of specialized knowledge. The AI Council at Direct Digital Holdings is designed to change this narrative by providing small and mid-sized businesses with the tools and insights necessary to leverage AI effectively, leveling the playing field with larger competitors.

"Artificial intelligence is transforming digital advertising, but too often, small and mid-sized businesses are left behind," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings and Member of the AI Council. "The AI Council's mission is to bridge this gap. By democratizing access to AI tools and strategies, we empower small and medium-sized businesses to participate and lead in their markets."

The AI Council will focus on supporting small and mid-sized businesses in several key areas:

- **Education and Workshops:** Offering seminars and resources that explain AI concepts in straightforward terms, making the technology accessible and understandable.
- **Strategy Development:** Assisting small and mid-sized businesses in developing AI-driven advertising strategies that are tailored to their unique business needs and market conditions.
- **Technology Implementation:** Providing support in the implementation of AI tools, from automated bidding systems to customer data analysis, ensuring small and mid-sized businesses can harness AI's full potential without the need for in-house experts.
- **Performance Monitoring:** Guiding businesses in setting up systems to monitor the

effectiveness of AI applications, enabling continuous improvement and optimization

- **Free Ebooks:** We have produced a series of eBooks to help guide SMBs through the process of navigating the complex landscape.
- **Practical Guides:** Practical guides include a framework for employee generative AI usage policy and [best practices for generative AI prompting](#).

In addition to internal experts, the AI Council will collaborate with technologists, academic leaders, and industry innovators to stay on the cutting edge of AI developments. This collaborative approach ensures that the Council's initiatives are based on the latest research and best practices, making state-of-the-art AI solutions accessible to small and mid-sized business advertisers. "By leveraging both advertising and AI partners, our company will develop innovative products tailored to the unique needs of small businesses. This includes AI-driven marketing tools that help small and mid-sized businesses optimize their dollars as well as strategic initiatives such as AI training programs and workshops to empower small businesses with the knowledge and skills needed to thrive in a competitive market," said Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings and Member of the AI Council.

The AI Council will be an ongoing effort to ensure that all Direct Digital Holdings customers, regardless of size, have the tools and knowledge to succeed in an increasingly AI-driven world.

Please visit the DDH [AI Council Resource Center](#) to download the eBooks and practical guides.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) 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 the general market and multicultural media properties. The Company's buy-side platform, Orange 142, delivers significant ROI for middle-market advertisers by providing data-optimized programmatic solutions for businesses in sectors ranging from energy to healthcare to travel to financial services. Direct Digital Holdings' sell- and buy-side solutions generate billions of impressions per month across display, CTV, in-app, and other media channels.



View original content to download multimedia: <https://www.prnewswire.com/news-releases/direct-digital-holdings-launches-ai-council-to-bridge-the-ai-gap-for-small-and-medium-size-business-advertisers-302370022.html>

SOURCE Direct Digital Holdings

