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Direct Digital Holdings Launches "Practical Generative AI Use Cases & Tools for Agencies" Guide to Empower Agency Leaders in AI Adoption

New guide provides actionable strategies and tools for agencies to leverage AI effectively

HOUSTON, March 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 release of "Practical Generative AI Use Cases & Tools for Agencies" guide in its AI education series. This comprehensive guide provides agency leaders with real-world AI applications and practical insights to effectively integrate AI tools into their workflows.

The accelerating adoption of generative AI is reshaping agency operations, enabling teams to streamline tasks, enhance creativity, and elevate the quality of their outputs. However, many agencies face uncertainty around where to begin and how to deploy AI responsibly while preserving strategic oversight. *Practical Generative AI Use Cases & Tools for Agencies* guide provides a structured roadmap for integrating AI-powered solutions into key agency functions.

"Generative AI is no longer a distant concept—it's already a fundamental part of agency workflows," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "Whether it's preparing for client meetings or streamlining ad development, AI is becoming an essential tool. This guide helps agencies adopt AI in a way that enhances efficiency while maintaining the creative and strategic edge that sets them apart."

Turning AI Theory into Agency Practice

Through the guide, agencies gain insight into practical AI applications with real-world examples demonstrating how AI enhances workflows, reduces manual tasks, and improves business outcomes. They also develop a deeper understanding of key areas such as meeting preparation, ad coding, and creative development. The guide emphasizes that while AI enhances these processes, human oversight remains essential. It reinforces that AI is a support tool designed to augment strategic thinking and creativity, not replace them.

Key topics covered include:

- **AI-enhanced meeting preparation and client intelligence** – Use AI-driven research to streamline meeting readiness and personalize client engagement.

- **Client research and pitch development** – Automate competitive analysis, RFP responses, and background research for faster, data-driven decision-making.
- **Copy and tagline iteration** – Accelerate creative brainstorming with AI-generated copy refinements that align with brand messaging.
- **Graphic and design iteration** – Use AI-assisted design tools to generate creative concepts while maintaining brand consistency rapidly.
- **Digital ad coding and deployment** – Reduce production time with AI-driven ad creation and optimization automation.

"The goal of this guide is not to replace human expertise but to empower agencies with AI-enhanced capabilities," added Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings. "By embracing AI as a collaborative tool, agencies can focus more on strategic storytelling and client success."

In addition to practical real-world examples of AI application, the eBook provides a curated list of AI platforms and solutions that agencies can integrate today. It also features insights from industry leaders on AI's impact on client interactions, creativity, and the future of agency workflows.

To download **"Practical Generative AI Use Cases & Tools for Agencies"**, 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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