

March 13, 2025



# Direct Digital Holdings Releases Best Practices Guide for AI Prompting

*New guide empowers businesses to unlock AI's full potential with precision, security, and smarter prompt engineering*

HOUSTON, March 13, 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 *Best Practices for AI Prompting*, a comprehensive guide developed by the Direct Digital Holdings AI Council to help businesses optimize their use of generative AI tools while safeguarding data integrity and security.

As AI reshapes the business landscape, its effectiveness depends on the strength of users' prompt engineering skills. Poorly structured prompts can lead to misleading outputs, security risks, and wasted resources. *Best Practices for AI Prompting* cuts through the noise, delivering a clear, step-by-step framework for crafting precise, high-impact AI prompts. This guide arms businesses with the tools to master prompt engineering, ensuring AI-driven outcomes that drive smarter, faster, and more reliable results—maximizing efficiency while minimizing risk.

## Establishing a Framework for AI Success

"Generative AI has transformed how we work, but its effectiveness is directly tied to how we use it," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "Without well-structured prompts and verification workflows, businesses risk inaccurate responses and security vulnerabilities. This guide serves as a roadmap to help organizations maximize AI's benefits while minimizing risks."

The *Best Practices for AI Prompting* guide offers insights on:

- Setting clear context and structuring prompts for optimal AI performance
- Ensuring data security and privacy when working with AI-powered platforms
- Using prompt templates to drive consistency and efficiency across teams
- Mastering advanced AI prompt techniques for complex tasks
- Iterating and refining AI-generated outputs to enhance accuracy
- Verifying and validating AI responses to prevent misinformation

"Many organizations are eager to leverage AI but struggle with prompt engineering and quality control," added Christy Nolan, Vice President of Delivery Solutions at Direct Digital Holdings. "Our guide empowers businesses to implement structured AI prompting practices, reducing risk and improving the effectiveness of AI-driven workflows."

By outlining essential techniques such as defining AI roles, securing sensitive data, and iterating on responses, DDH's AI Council is helping businesses establish strong AI-driven processes that align with industry best practices.

To download Best Practices for AI Prompting, 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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