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Direct Digital Holdings' AI Council Launches "Demystifying AI" Ebook to Bridge the Enterprise AI Divide

New guide provides a practical framework for small and mid-market business leaders to navigate generative AI adoption

HOUSTON, Feb. 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 "Demystifying AI," the first in a series of ebooks, published under its AI Council, which address the widening divide between organizations embracing generative AI and those hesitant to adopt it. The comprehensive guide aims to help business leaders understand and navigate the challenges of navigating the opportunities and risks of implementing AI technology.

"Every day, we see the impact of generative AI on workplace productivity and innovation, yet many business leaders still struggle to separate hype from reality," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings and AI Council member. "While large enterprises benefit from dedicated AI teams, the reality is that any company, regardless of size, can successfully adopt these technologies to stay competitive – if they have the right knowledge."

Transforming Understanding into Action

"Demystifying AI" offers business leaders a clear, practical exploration of artificial intelligence, focusing on what AI is—and, importantly, what it isn't. The guide helps leaders understand AI as a collaborative tool that enhances human capabilities rather than replaces them. It demonstrates how it can handle routine tasks while allowing teams to focus on higher-value work.

The guide addresses the key factors to successfully bridging the gap between AI's potential and its practical implementation, including:

- Risk management strategies that protect organizational interests
- Security protocols that safeguard sensitive information
- Implementation frameworks that ensure responsible AI adoption

"Organizations that understand how to leverage AI effectively today will have a significant competitive advantage tomorrow," added Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings and AI Council member. "Our ebook provides the foundational knowledge leaders need to make informed decisions about AI adoption in their businesses."

These resources offer a complete pathway for organizations to confidently move into AI adoption. To download the "Demystifying AI" ebook, 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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