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Direct Digital Holdings Releases "The Generative AI Roadmap" to Help Business Leaders Navigate Safe and Scalable AI Adoption

New guide offers a clear framework to help organizations adopt generative AI safely and strategically

HOUSTON, April 3, 2025 /PRNewswire/ -- [Direct Digital Holdings](#), Inc. (Nasdaq: DRCT) ("Direct Digital Holdings" or the "Company"), a leading advertising and marketing technology platform operating through [Colossus Media](#), LLC ("Colossus SSP") and [Orange 142](#), LLC ("Orange 142"), today announced the release of *The Generative AI Roadmap*, the third installment in its AI education series. Developed by the DDH AI Council, a group established to close the gap between early AI adopters and organizations still unsure where to begin, this guide is designed to help organizations move beyond isolated AI experiments and toward enterprise-wide adoption through a clear, strategic framework.

With generative AI tools like ChatGPT and GitHub Copilot already integrated into everyday workflows, many businesses navigate adoption without clear guidance. *The Generative AI Roadmap* addresses this gap by outlining the key phases of AI maturity and offering thoughtful recommendations to support safe, responsible, and high-impact use.

"Through our latest eBook, we are addressing the growing need for intentional AI planning," said Anu Pillai, Chief Technology Officer at Direct Digital Holdings. "We've seen organizations embrace AI piecemeal ways—often without governance or long-term vision. This roadmap helps leaders assess where they are today and build toward a future where AI is not just used but embedded strategically across their operations," said Pillai.

The guide introduces a simple, progressive framework of AI adoption that business leaders can follow to ensure their organization's AI capabilities mature rather than stagnate:

- **Crawl Stage:** Supporting grassroots experimentation while establishing basic guidelines to mitigate risks around data security and output accuracy
- **Walk Stage:** Implementing AI for specific high-impact use cases with formalized tool selection and standardized processes
- **Run Stage:** Expanding AI adoption across departments with cross-functional collaboration, measurable ROI goals, and comprehensive governance
- **Fly Stage:** Fully integrating AI into core operations with seamless ecosystem orchestration, global scalability, and continuous innovation

"Most organizations are already using AI in some capacity—often without realizing it," said

Christy Nolan, VP of Delivery Solutions at Direct Digital Holdings. "This guide is about shifting those use from the shadows into the spotlight. It's about giving leadership the tools and confidence to build policies, track results, and create space for innovation."

The new release builds on the momentum of the company's previous two eBooks, which explored practical AI applications and tools for agencies. With this latest installment, Direct Digital Holdings expands its focus to all organizations, whether they're just starting to explore generative AI or preparing to scale it across the enterprise.

To download *The Generative AI Roadmap*, visit the [DDH 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 Travel & Tourism, Energy, Healthcare, 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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