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Veritone Navigate Unlocks World's Largest Repository of Audio and Influencer Metadata

Veritone's industry-defining Navigate application automates the audio and video influencer buying cycle while providing an unmatched level of insight and scale by aggregating billions of data points across 30,000 shows

DENVER--(BUSINESS WIRE)-- Veritone, Inc. (NASDAQ: VERI), creator of aiWARE, a hyper-expansive enterprise AI platform, today unveiled Navigate, a new application custom designed for Veritone One—its full-service performance-based audio and influencer advertising agency. Built on aiWARE, Navigate automates analysis and empowers transparency to the impact of influencer and media placement that for most advertisers is still beyond their grasp.

Veritone One's decision-making empowers the world's most recognizable brands by aggregating planning filters for demographics, media and ad unit type, show size, genre, pricing and performance in split-second analysis. By improving processes for automating, validating, verifying and scaling content-based live reads and influencer ads, Navigate helps drive increased client ROI through better planning, execution, evaluation and media optimization. Veritone's aiWARE equips media planners with the data they need to make more impactful, cost-effective decisions for their clients.

"Veritone One and Navigate have been instrumental in helping us scale and improve our advertising impact. Empowered with the AI in the Navigate application, we can now glean campaign insights, discover new opportunities, and push the needle for influencer marketing with incredible efficiency and clarity," said Lauren McConnell, head of influencer marketing, HelloFresh.

Leveraging AI and machine learning, Navigate unlocks the world's largest repository of audio and influencer metadata. Unique capabilities include:

Aggregated and AI-enabled Media Planning

- Cross-client media buying and performance trends
- Planning filters for demographics, media and ad unit type, show size, genre, competitor activity and pricing
- AI-enabled ad analytics including performance, integration duration and rating
- Content analytics including topical extraction, brand suitability and content classifications aligned with IAB taxonomy
- AI-based qualification of podcast ads to validate ad adherence
- Automated near real-time YouTube integration confirmation

Additional features coming soon:

- Media type and individual show benchmarking
- Role-based permissions
- Inventory alerts and cross-client leveraged bidding

"Veritone One is currently executing over 80,000 ad integrations each month through Navigate," said Conor Doyle, senior vice president, Veritone One. "We are able to apply never-before-seen insights and actionable intelligence from Veritone aiWARE™ to optimize campaigns, which is why companies that are dominating their industries and those that are trailblazing new ones choose Veritone One."

"We are excited to leverage Navigate for our customers at a time when share-of-voice depends as much on actionable insights combined with great campaign ideas," added Doyle. "Navigate allows our agency strategists and planners to surface insights across all areas of the historically fragmented influencer buying cycle. This real-time aggregated intelligence from planning to execution and eventually optimization ensures we are hyper-servicing our brands in order to match them with the right influencer at the right time, which is a positive for our clients as well as the influencer community."

To learn more, visit: https://www.veritone.com/services/agency-services/

About Veritone

Veritone (NASDAQ: VERI) is a leader in enterprise artificial intelligence (AI) software and solutions. Serving organizations in both commercial and regulated sectors, Veritone's software, services, and industry applications accelerate and maximize digital migration, empowering the largest and most recognizable brands in the world to run more efficiently, accelerate decision making and increase profitability. Veritone's hyper-expansive Enterprise AI platform, aiWARE™, orchestrates an ever-growing ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. Through professional and managed services, as well as its robust partner ecosystem, Veritone develops and builds AI solutions that solve the problems of today and tomorrow.

To learn more, visit Veritone.com.

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