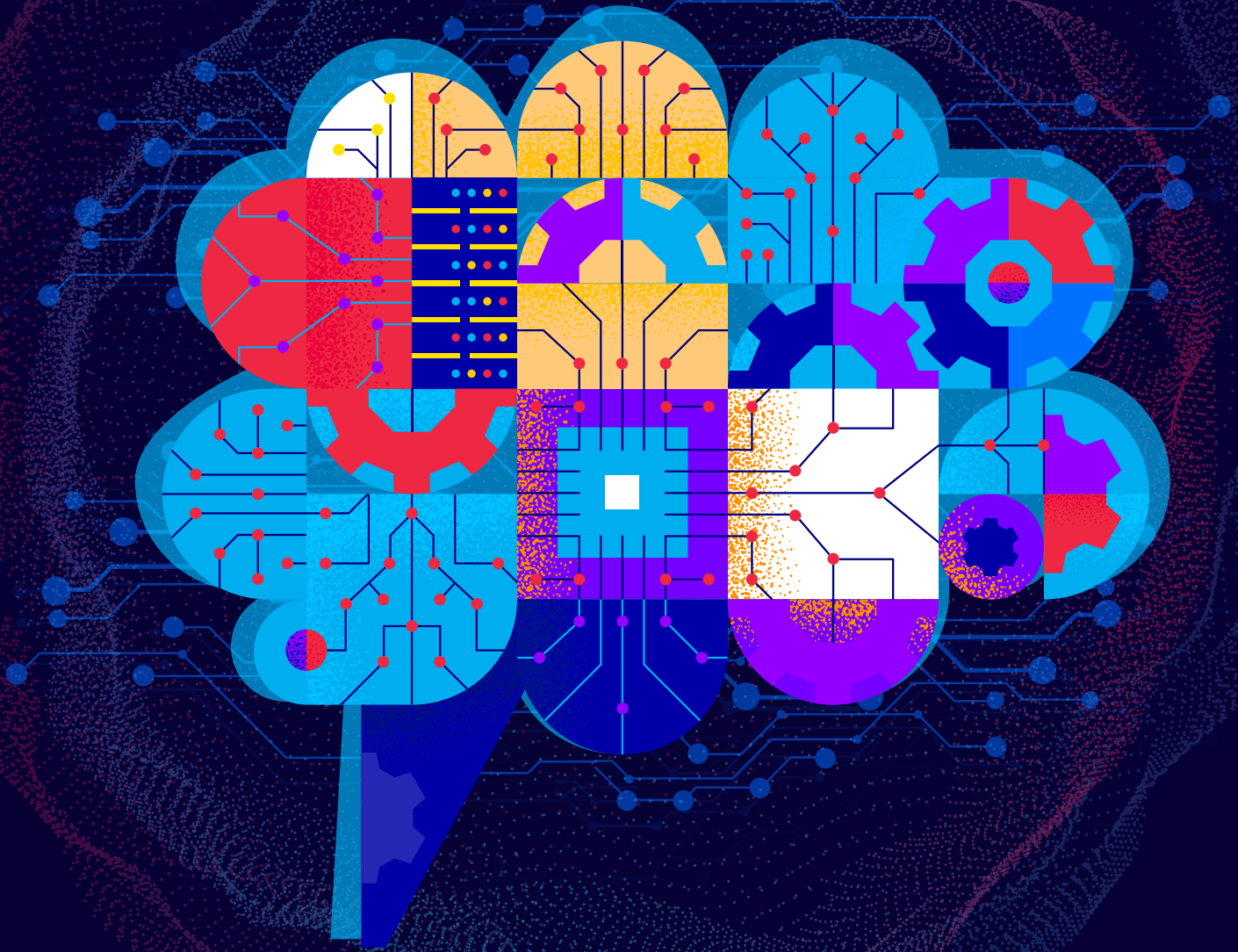
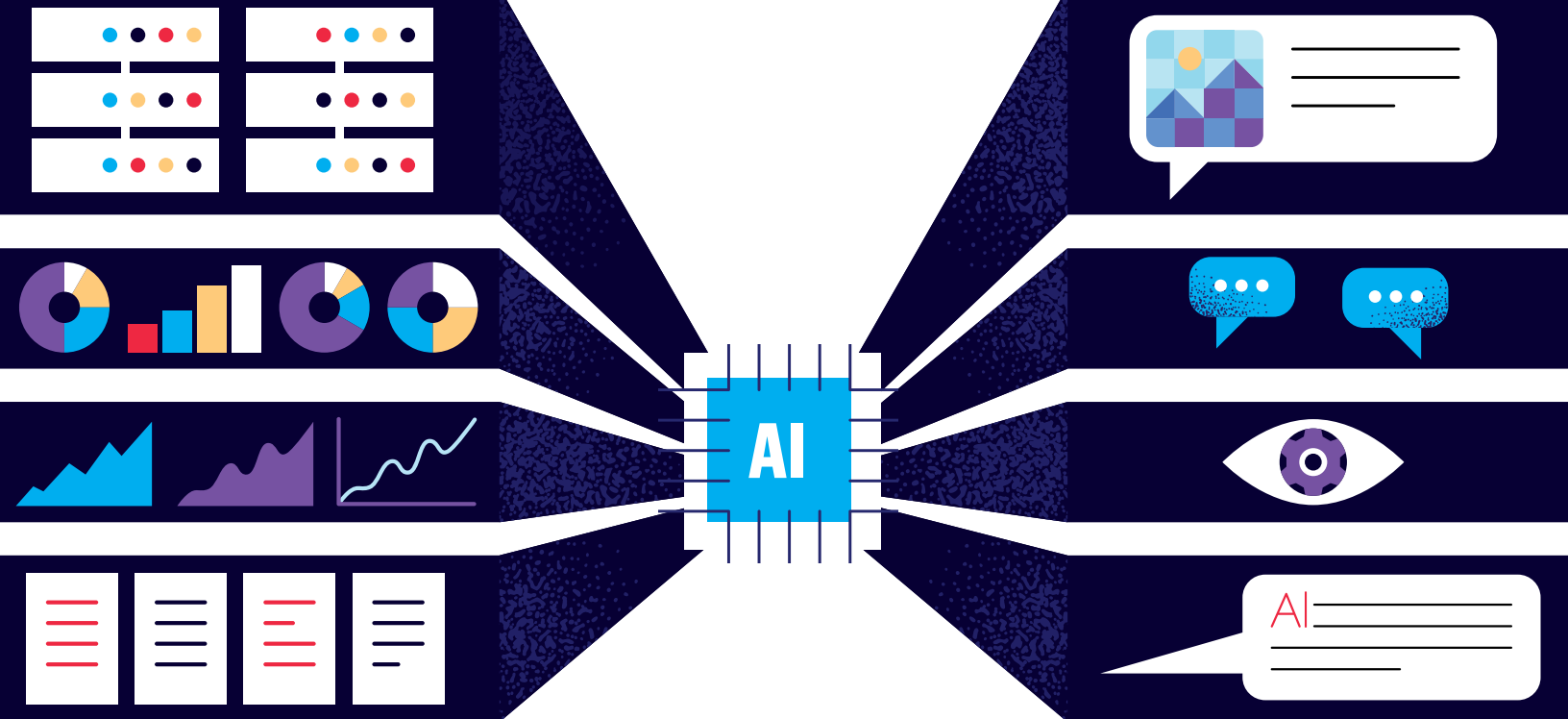


HOW **AI** IS TRANSFORMING PROGRAMMATIC ADVERTISING



VIAANT.



INTRODUCTION

The media ecosystem is growing at such speed and complexity that no human can keep up. Said another way: what worked for marketers in the past is no longer effective today.

At Viant, we believe programmatic advertising will be transformed by artificial intelligence (AI). That belief makes up the foundational component of what we call **Autonomous Advertising**.

Our Autonomous Advertising vision applies the latest artificial intelligence technology to programmatic advertising, empowering Viant customers to improve their ad buying, campaign performance and return on ad spend.

In October 2023, we unveiled our current and upcoming AI-powered suite of solutions at **Viant Innovation '23**. These advancements were recognized by Business Intelligence Group (BIG), resulting in Viant's AI Suite receiving the 2024 BIG Innovation Award.

In the following guide, we'll highlight the AI-powered solutions shared at Innovation '23 and how Viant customers can use them to transform digital advertising in 2024 and beyond.

AI BID OPTIMIZER

OPTIMIZE SPEND TO HELP LOWER MEDIA COSTS

When a DSP receives a bid request from a publisher, it has a mere 100 milliseconds to process that request and respond with an ad and a bid price. Most DSPs operate within a 50-100 millisecond window.

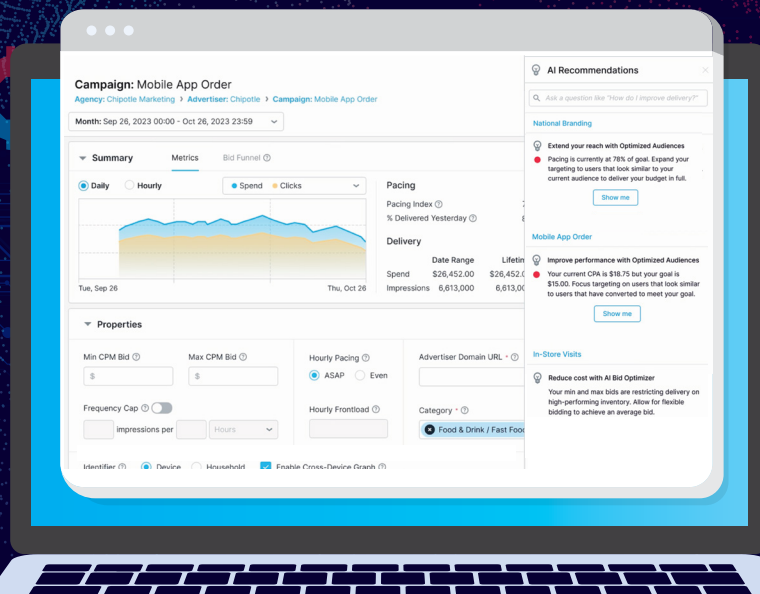
During this blink-of-an-eye timeframe, DSPs are crunching massive amounts of data to determine the best price to bid. It's a core function, and it's where our **AI Bid Optimizer*** can be a game-changer.

Leveraging our patented Bidder technology, the AI Bid Optimizer can help marketers achieve better bid price discovery, real-time data processing and superior predictive capabilities for ad performance.

By the end of last year, adoption of the Bid Optimizer was over 50%, providing Viant customers a 35% reduction in CPM spend with a simple click of a button. This translated into lower customer acquisition costs for Viant customers, and savings that could be re-invested to buy more impressions.

In 2024, we are planning to roll out further enhancements to AI Bid Optimizer to drive improved performance while adding more optimization criteria.

**For an additional cost*



AI RECOMMENDATIONS

RECEIVE POINTED RECOMMENDATIONS TO OPTIMIZE CAMPAIGN PERFORMANCE

In today's world, a programmatic trader logs into a self-service DSP and faces an impossible set of choices. This situation is known as choice overload — one of the premier problems facing advertisers today.

Let's first quantify what choice overload looks like with some math:

CHANNELS

CONNECTED TELEVISION :	50,000 APPS
DESKTOP/MOBILE WEBSITE:	25M
MOBILE APPS:	7M
STREAMING AUDIO:	3M
DOOH:	100,000

AUDIENCE SEGMENTS

300,000

AD FORMATS

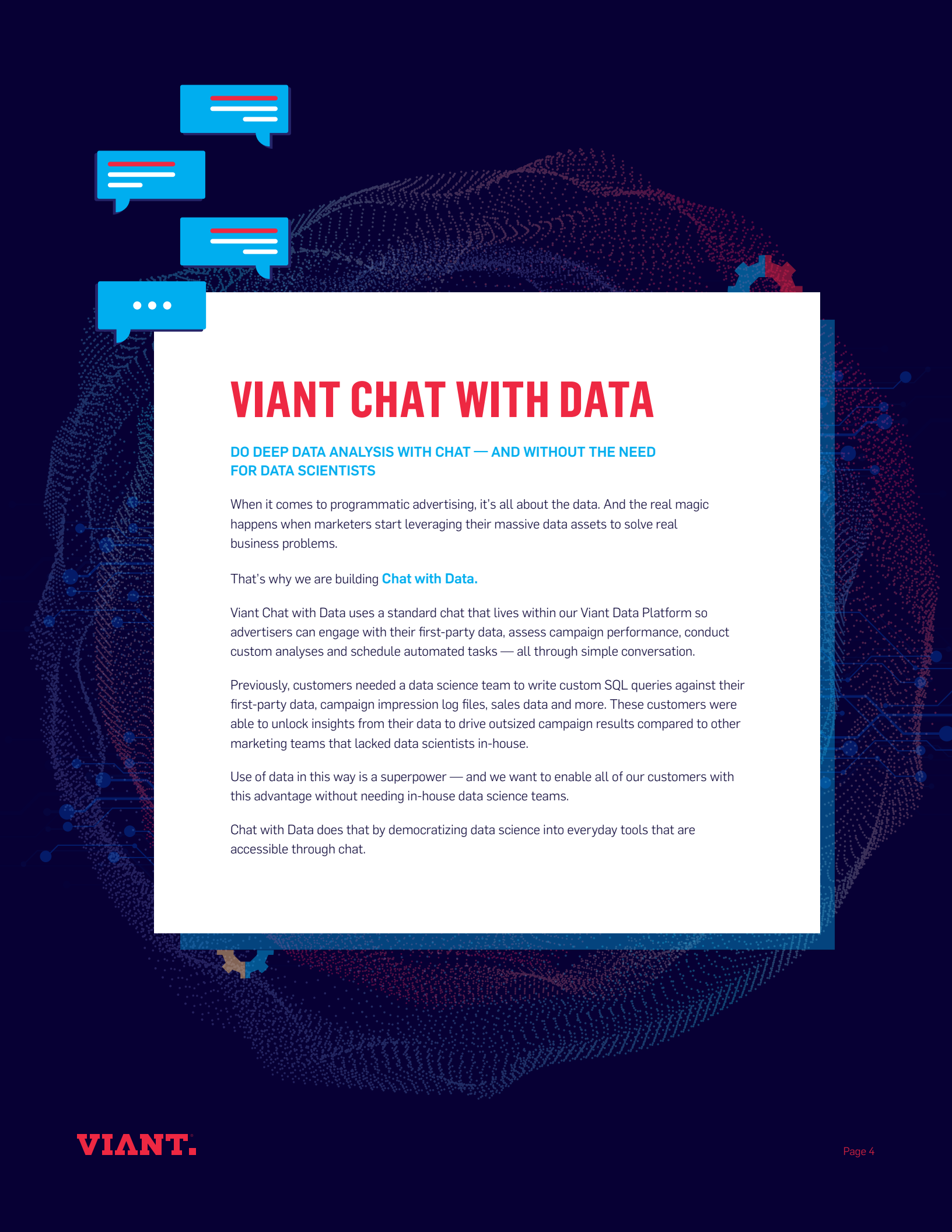
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So, let's say a programmatic trader wants to make a selection for their CTV campaign. We need to multiply the options of the channel (50,000) by the number of audience segments (300,000) and ad formats for CTV (3).

That equals 45,000,000,000. And that's just CTV. Most marketers buy across all channels.

Now, let's pivot to the solution — **Viant's AI Recommendations.**

Available directly in our software, Viant's new AI Recommendations help manage and streamline a programmatic trader's many choices with pointed recommendations to drive better results and save time. These suggestions range from optimizing an underperforming campaign's click-through-rate to increasing the reach of a targeted audience or lowering bid price to maximize return on ad spend.



VIANT CHAT WITH DATA

DO DEEP DATA ANALYSIS WITH CHAT — AND WITHOUT THE NEED FOR DATA SCIENTISTS

When it comes to programmatic advertising, it's all about the data. And the real magic happens when marketers start leveraging their massive data assets to solve real business problems.

That's why we are building **Chat with Data**.

Viant Chat with Data uses a standard chat that lives within our Viant Data Platform so advertisers can engage with their first-party data, assess campaign performance, conduct custom analyses and schedule automated tasks — all through simple conversation.

Previously, customers needed a data science team to write custom SQL queries against their first-party data, campaign impression log files, sales data and more. These customers were able to unlock insights from their data to drive outsized campaign results compared to other marketing teams that lacked data scientists in-house.

Use of data in this way is a superpower — and we want to enable all of our customers with this advantage without needing in-house data science teams.

Chat with Data does that by democratizing data science into everyday tools that are accessible through chat.



ABOUT VIAN

For over 25 years, Viant® (NASDAQ: DSP) has been a leader in technology innovation for advertisers. As one of very few enterprise-grade Demand Side Platforms delivering omnichannel digital advertising, Viant is driving industry growth through connected television (CTV), advanced identity solutions and the development of AI tools to transform the vision of Autonomous Advertising into reality. Through the Adtricity® sustainability program, Viant has brought solutions to market that chart a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant was recognized by G2 as the Best Software in Marketing & Advertising, earned Great Place to Work® certification and Viant's advancements in AI won the Business Intelligence Group's Innovation award. Learn more at viantinc.com.

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