



A Direct Digital Holdings Company

# Capabilities Overview Deck

# Colossus is Supported by a Public Corporate Structure that Enables Operational Stability & Rapid Growth



Founder-led, technology platform that assists companies buy and sell media to deliver ROI



Exceeding the demands of the underserved middle market and penetrating multicultural audiences



Profitable, publicly-traded company well-positioned to capitalize on the rapidly evolving digital advertising market



Accelerated organic growth and operational playbook going forward



Top performing diverse-owned supplier helping brands, agencies, and consultancy partners reach their social DEI objectives and budget commitments across our media and advertising technology platforms



Ninth black-owned company to go public in the U.S.A



We are a Supply-Side Platform for Curated Programmatic Advertising

Our Mission is to Enable Programmatic Advertising for Mid-Market Buyers & Publishers

- » *Publishers:* Let us help you get in front of qualified buyers who are interested in your audiences in brand-safe curated deals.
- » *Buyers:* Reach niche and regional audiences through pre-built or custom-curated inventory, ensuring campaigns reach the right geographies and demographics.
- » *DSPs:* Help your buyers reach vertical-specific and growth audiences in the U.S.



# Our Brand Pillars are Reflected in Marketing Results and Aligned with Our Audience's Goals



## Growth

Access niche audiences through underserved diverse publishers influential with key growth audiences. Deliver full-funnel, omnichannel ROI. Deliver capacity enablement through scalable infrastructure, smart load balancing and optimization of our RTB engine.



## Efficiency

Drive cost efficiency via supply chain path optimization. Ensure regulatory compliance via privacy & data governance. Reduce environmental waste through colossus dedication to sustainable business practices across the digital ecosystem.



## Insights

Data driven intelligence throughout the full funnel. Drive cross-platform insights with colossus extensive identity graph. Get real-time actionable insights by leveraging our AI & machine-learning capabilities.

# Cracking the Code: How Multicultural & Gen Z Reshape Mainstream Marketing



- ➔ 57% of all consumers say that multicultural people have a big influence on their brand preferences and choices
- ➔ 81% of Gen Z said that diverse voices have either some or a large amount of influence on them when making decisions
- ➔ Across all major categories – food/restaurants, fashion, technology, and more – multicultural/diverse communities have a significant influence on the brand choices of all consumers. That impact was dramatically higher among Gen Z.
- ➔ Understanding how to connect with this generation is crucial for shaping brand choices today and driving substantial revenue in years to come. This research uncovers major influences on Gen Z and the broader mainstream audience.

# Diverse Consumers Reward Brands that Invest in Media Aligned with Their Community & Culture



**Dollars & DEI: Multicultural Consumers' Insights on Brands' Media Buying and Marketing Practices**

Multicultural consumers notice what brands invest in their communities & on their targeted media



Nearly 8 in 10 diverse consumers feel positive when brands live up to their promise of support

Investing in multicultural & diverse media properties positively impacts brands



Nearly 8 in 10 diverse consumers feel more positively about brands that advertise in targeted media

Multicultural consumers take action based on a brand's investment in their community & targeted media



Nearly 90% of diverse consumers say they're likely to take action as a result of a brand's investment in their community



Momentum was established to empower emerging publishers with knowledge, and access to brands that recognize value in their audience. We believe that equitable and effective media is a universal right for both advertisers and publishers.

# Filling the Knowledge Gap

Led by in-house subject matter experts (SMEs) at Colossus, Momentum's curated education course equips publishers with a robust foundation in all things programmatic—along with the strategies necessary to thrive over time, no matter the challenge at hand.

Covered topics include:

- Ad tech
- Data management
- Technical inventory placement processes (such as creating ads.txt files, navigating user interfaces, etc.)  
Ad ops and programmatic ops
- Advanced monetization strategies and buyer insights
- Expertise from leading agencies and brands





# Partnering with Momentum:

- For publishers: Momentum is a soft-landing space for any and all resource—and strategy—related needs.
- For advertisers: By opening the door to untapped publisher audiences, Momentum enables buyers to exhaust inventory and access undiscovered or out-of-reach inventory.

A complement to or driver of any initiative, Momentum provides an avenue through which buyers and sellers can gain valuable resources and connections.

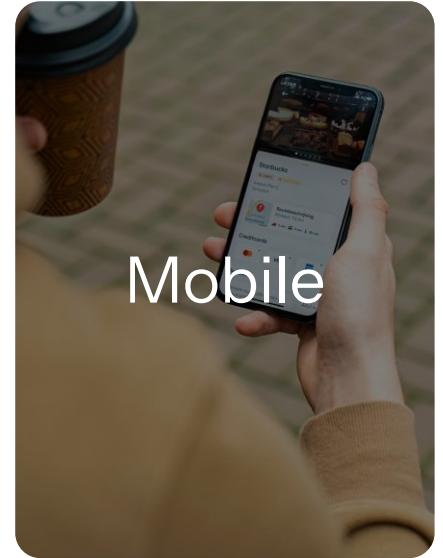
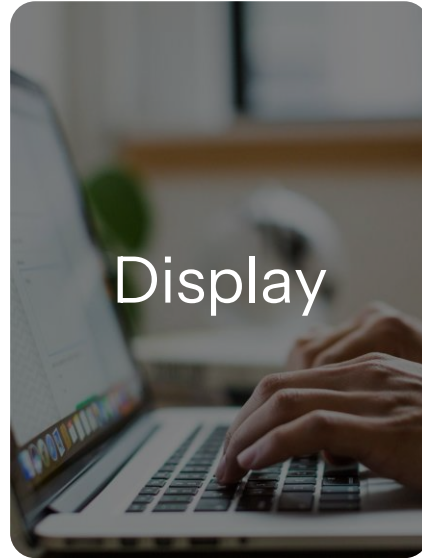
Our partners are a crucial part of the broader equation. Reap the benefits of a richer, more connected ecosystem—and help us build a more equitable programmatic landscape along the way.



# 2024 Momentum Cohort

Content Theme	Sample Publishers	Audience Reach
<b>Current Events &amp; Culture</b>	<i>Black Headline News, CultureBanx, Bay Area Review, International Business Times</i>	Capture socially conscious audiences with reliable, impactful coverage that matters
<b>Entertainment &amp; Music</b>	<i>Fubu Radio, ByBlacks, Spanglish, Clutch Points</i>	Connect with fans of pop culture, music, and celebrity life in vibrant, engaging ways
<b>Fashion &amp; Lifestyle</b>	<i>#BrooklynGirlCode, HughesBrand Group, Queenz Voice</i>	Ideal for Sephora when targeting style-conscious consumers and those who embrace their cultural flair
<b>Gaming &amp; Technology</b>	<i>RevIQ, WeMod</i>	Perfect for reaching tech-savvy, engaged gamers and enthusiasts exploring cutting-edge content
<b>Parenting &amp; Wellness</b>	<i>MommyMosa, The Daily Dot, TonboTV</i>	Speak to parents and wellness-oriented audiences looking for inspiration, health tips and community

# Channel Coverage



# Committed to Brand Safety and Quality



## Prebid and Post-bid Ad Fraud

We have MRC – Accredited Ad Fraud Protection from HUMAN for Prebid and Post-bid fraud prevention and analysis.



## Creative Scanning & Blocking

We have Confiant for creative scanning and blocking of security and quality issues.



## IVT Measurement

We have HUMAN for IVT measurement.



## Audience Matching

Audience Matching via Unified ID Solution 2.0 from the Trade Desk



Colossus SSP was listed with low “sub-premium web supply” in July 2023 “RTB Supply Path Benchmarking” by Jounce Media

Colossus SSP was listed as the #2 SSP for Quality in H2 2023 among Confiant customers.



# Thank you.

Appendix

A large, stylized yellow chevron graphic pointing to the right, set against a dark gray background. The chevron is composed of two parallel lines that meet at a point on the right side, creating a large, hollow arrow shape. The lines are thick and the overall design is minimalist and modern.

# IAB Audience Segments

## General Market Top IAB Categories

1. Arts & Entertainment
2. Health & Fitness
3. Travel
4. Automotive
5. Personal Finance
6. Real Estate
7. Family & Parenting
8. Law, Gov't & Politics
9. Home & Garden
10. Shopping

## Multicultural Top IAB Categories

1. Health & Fitness
2. Arts & Entertainment
3. Travel
4. Law, Gov't & Politics
5. Home & Garden
6. Family & Parenting
7. Automotive
8. Science
9. Education
10. Shopping

## Sensitive Categories

1. Alcohol
2. Cannabis
3. Firearm
4. Gambling Sports Betting
5. Political
6. Tobacco

# Curated PMP Packages to Meet the Needs of Advertisers

- AA
- Hispanic
- LGBTQIA+
- AAPI
- Woman Owned
- Minority Owned
- Shopping

- Food/Drink
- Health/Wellness
- Sports
- Entertainment (Holiday)
- Travel
- Style/Fashion
- Personal Finance/Tax

- Careers/Education
- Pets
- Home Improvement/DIY
- Weddings
- Arts/Entertainment
- Gambling





# Awards & Recognition

# Awards & Recognition

Mark Walker named by [Texas Black Expo, Inc.](#) as a 2023 Corporate Titan Award recipient, an award for demonstrating exemplary commitment to investing in and supporting businesses that positively impact urban communities.

[Direct Digital Holdings](#) honored as the 5th fastest growing Longhorn owned or led businesses in the world at the inaugural Longhorn 100 awards celebration

Mark Walker and Keith Smith Named as [EY's Entrepreneur Of The Year® Gulf South Award Winners](#). It's an honor to be recognized as the founders of a high-growth technology company that is actively working to build a more equitable, sustainable and prosperous world through the digital advertising solutions we offer through [Colossus SSP](#), [Huddled Masses](#), [Orange142](#).

[Direct Digital Holdings](#) honored by [Houston Business Journal's](#) as Top 2023 Diversity in Business Awards program honoring organizations and individuals committed to promoting practices that advance diversity and inclusion in the workplace.

[Direct Digital Holdings](#) recognized by The [Houston Business Journal](#) for Top 2023 Fastest Growing Houston-area middle market companies.

Lashawnda Goffin, Chief Executive Officer of Colossus SSP, has been selected to win the 2023 Catalyst Award, a special accolade that is part of the AdExchanger and AdMonsters' 2023 Top Women in Media & Ad Tech program. The award is given to a woman industry leader who has driven a tremendous amount of growth for the business and team over the past year.

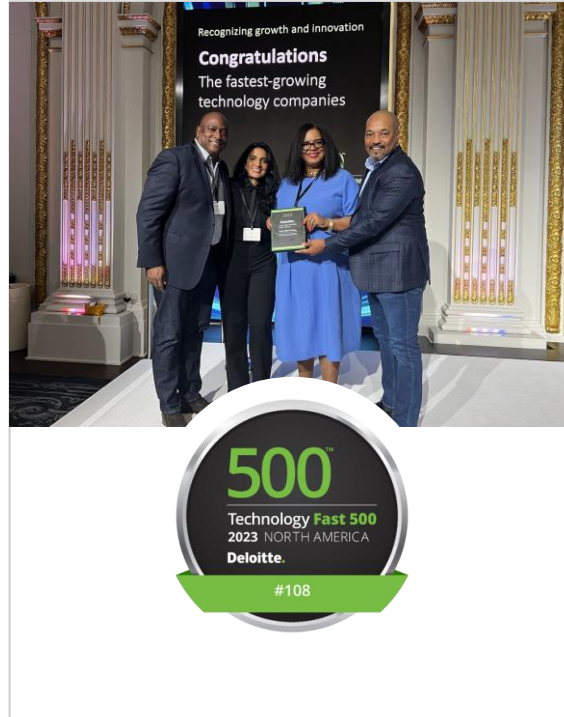


# Awards & Recognition (cont.)

Deloitte announced that Direct Digital Holdings placed 108th on the [Deloitte Technology Fast 500™](#), a ranking of the 500 fastest-growing technology, media, telecommunications, life sciences, fintech and energy tech companies in North America, now in its 29th year. During the measurement period, Direct Digital Holdings grew 1,325%, making it the 8th ranked company in Deloitte's Digital Content / Media / Entertainment division. The Company placed among the top 20% of all companies on the list and was ranked #6 in Texas.

Ernst & Young LLP (EY U.S.) announced that [Mark D. Walker and Keith Smith of Direct Digital Holdings](#) were named an [#Entrepreneur Of The Year® 2023 Gulf South Award winner](#). The Entrepreneur Of The Year Awards program is one of the preeminent competitive awards for entrepreneurs and leaders of high-growth companies. Mark and Keith were selected by an independent judging panel made up of previous award winners, leading #CEOs, investors and other regional business leaders. The candidates were evaluated based on their demonstration of building long-term value through #entrepreneurial spirit, purpose, growth and impact, among other core contributions and attributes.

Colossus SSP was recognized with a SAMMY Award for its unique technology stack combining insights and intelligence in the digital advertising buying ecosystem.





In The Press


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100% ADVERTISING

## 35 Women Leaders in Ad Tech Share Insights for International Women's Day

By Casey Pennington March 08, 2024

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The challenges women face in ad tech are universal, transcending specific roles or tenure in the industry. The future of ad tech is intertwined with the pursuit of diversity, as having meaningful perspectives is essential for propelling this innovative industry to new heights. In honor of International Women's Day, we gathered insights from 35 industry thought leaders to shed light on what it meant to be a woman in ad tech.

In many industries, the absence of diverse voices in leadership positions is a common issue, and ad tech is no exception. Traditionally male-dominated fields, a transformative shift is underway. This change is altering an area where previously underrepresented groups not only have a seat at the table but are ascending to leadership roles where they can enact real change.

That's not to suggest the work is done – far from it. However, the needle is moving in the right direction. As more women rise in leadership roles, they pave the way for their peers, fostering greater opportunities for advancement.

In celebration of International Women's Day, we've gathered wisdom from 35 distinguished women leaders in ad tech (you might even notice some 2023 Top Women in Media and Ad Tech honorees). They share the hurdles they've jumped, the importance of connecting with other women in ad tech, and their aspirations for the future – not only for women but also for other marginalized groups who have been overlooked in the industry.

### Fostering a Space for Inclusion of Diverse Voices

Creating space for diversity in industries where it has not previously been the norm requires intention. This means making space at the table for all underrepresented and marginalized groups, women included.

**Elizabeth Herbert-Brady, Chief Revenue Officer, Yahoo.**

"While professional women face more hurdles than our male colleagues, I try to focus on the advantages you have in the advertising industry. The business case for women is clear and we need to help more women join, succeed, and stay in the workforce for success in our shared future. To give more women a seat at the table, I have had the opportunity to take a leadership role as the Executive Sponsor of Yahoo's Women Inclusion Network so I can support not only my team but also the entire company."

**Sivan Tarko, CEO, Oraiki.**

"Being a woman in ad tech places me right in the heart of an industry where innovation and change are constant. At Oraiki, our leadership team stands out because three out of four of us are women. This fact isn't just for show; it's a reflection of our commitment to excellence and talent, regardless of gender. We're breaking the mold in terms of statistics, but it's not something we dwell on daily. Our focus is on harnessing top talent to drive innovation. Facing challenges head-on, from adapting to the rapid evolution of technology to leading diverse teams, only fuels our determination. We're here to innovate, inspire, and prove that talent knows no gender boundaries."

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Advertisement: CTV Connect April 15-16, 2024

Advertisement: Administered Ops April 4-5, 2024

Advertisement: Publisher Forum Boston August 6-8, 2024

Advertisement: Publisher Forum Scottsdale November 13-15, 2024

Advertisement: Job Seekers (try your next ad ops job with Jobboard)

Advertisement: Navigating Political Ads for the 2024 Election Season

Advertisement: PLAYBOOK


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ADVERTISING

## Why multicultural needs to be part of general marketing investments, especially for Gen Z

By Antonette Sly April 2, 2024 • 5 min read •



Media agencies that approach multicultural as a separate or smaller investment almost immediately hamstring their marketing strategies, argues one programmatic vendor – and it will negatively impact their engagement with communities beyond Gen Z and communities of color.

In a [whitepaper](#) addressing multicultural trends and Gen Z that is releasing this week, programmatic platform Direct Digital Holdings argues that multicultural communities have an increasing influence on brand preferences and choices for consumers across all brand categories. That trend is particularly acute with Gen Z audiences. Digiday was given early access to the whitepaper and to the agencies that Digiday sought reaction from. It is no longer enough to market to the general market and divide up the rest as just multicultural spending.

Advertisement: yalimo

### How marketers are elevating creatives with AI and dynamic format optimization

ad exchanger Programmatic I/O Las Vegas

NEWS PUBLISHERS

Advertisement: Introducing InMarket Commerce Audiences

Advertisement: Reach and grow your best customers

Advertisement: How SHE Media Helps Diverse Publishers Break Barriers To Ad Budgets

By Anthony Vargas

THURSDAY, FEBRUARY 15TH, 2024 • 8:00 AM

MARKETERS want to reach underserved audiences. But the open programmatic marketplace makes that difficult.

The phantasm of third-party cookies and other identity signals means that it's harder to know who's on the other side of an ad impression. And brand safety blocklists tend to flag content that appeals to women and minorities as unsafe. Terms like "Black Lives Matter" or "abortion" are commonly blocked.

However, private marketplaces (PMPs) can make it easier for advertisers to reach specific audiences across multiple publishers, because ad buyers need more inventory scale if they're narrowing their audience target. And advertisers can tailor their brand safety guidelines specifically to these PMPs.

For these reasons, SHE Media, a collective of lifestyle publishing brands primarily geared toward women, announced a strategic partnership with Colossus SSP on Thursday.

In addition to establishing another pipe for programmatic demand, Colossus will add SHE Media's network of minority- and woman-owned

Advertisement: Reach shoppers at the intersection of location + purchase

Advertisement: GET STARTED





“One of the main impetuses we looked for was the opportunity to raise money in the public market to fuel our organic growth strategy and acquisition growth strategy,” Walker said.

**DIGIDAY**

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BRAND SAFETY

**A global collective of ad execs has launched an open-source resource to help brands support quality journalism**

June 21, 2022 | By Seb Jasseri

“It is vital that marketers work very closely with their verification partners to understand the taxonomy behind their brand safety categories,” said Lashawnda Goffin, CEO of ad tech vendor Colossus SSP. “This is especially necessary when trying to reach under-represented audiences. Same goes, if a brand is advertising along news content that focuses on multicultural communities. There are different vernaculars or cultural sayings to consider. Words such as ‘dope’ could be flagged, when in the Urban community the term means ‘good’. There’s a disconnect in the way — and it starts with language.”

MediaPost News Events Awards Members More Sign in Register Advertise Follow

**Minority Founded And Publicly Traded Direct Digital Holdings Appoints First Chief Growth Officer**

by Laurie Sullivan @lauriesullivan, August 22, 2022

UPCOMING EVENTS

Email Insider Summit, December 11 - 14, 2022  
Stein Erikson Lodge, Park City, UT

WOMEN OWNERS FROM MEDIAPOST ADVERTISERS

How Advertisers Can Deliver Results This Holiday Shopping Season

Tuesday September 27  
1:00pm ET  
PRESENTED BY nexstar DIGITAL

“As a new public company that provides both programmatic buy- and sell-side solutions for an array of advertisers, I look forward to increasing brand awareness for Direct Digital Holdings and its successful portfolio of operating companies,” Vilchez Lowrey said.

*the* Current

**Netflix says it’s adopting a ‘crawl, walk, run model’ to addressability**

JULY 20, 2022 • 3 MINUTE READ

f t in e

**FUTURE OF TV**  
Explore how advertisers are embracing new opportunities on the world’s most influential advertising medium.

**The Latest**

“While consumers may not understand the conversations surrounding cookies and identity, they are affected by it when it comes to their consumption — and have been given the right to choose,” Mark Walker, CEO of the ad tech holding group Direct Digital Holdings, tells *The Current*. “If buyers want to use their budgets efficiently to target potential clients, [solving for] identity will be a necessary tool.”



TOPICS OPINION ABOUT US EVENTS PODCASTS MEMBERSHIP SEARCH

PUBLISHERS

## Newly Public Company Direct Digital Holdings On Why Smaller Pubs Also Need Some Programmatic Love

By Allison Schiff

Friday, April 1st, 2022 - 11:16 am

Share: [Facebook] [Twitter] [LinkedIn] [Email]

Before co-founding ad tech and mar tech holding group Direct Digital Holdings in 2018, Mark Walker was chief operating officer at Ebony Media.



Mark Walker, CEO & Co-Founder



Walker quickly realized there was "a hole in the market."  
"We saw that small, midsize companies had difficulty getting connected into the programmatic ecosystem from a lack of resources and expertise," Walker said. "We saw firsthand that if we didn't have the name brand of Ebony, we wouldn't have gotten the attention of SSPs to monetize."

Direct Digital Holdings just issued its second quarter earnings late last week after going public in February, reporting that revenue reached \$21.3 million, an impressive 90 percent hike over the same quarter in 2021, while net income grew 58 percent over Q2 2021 to \$2.6 million. Though the company wasn't yet public — and was growing off a small base — Direct Digital Holdings had previously generated revenue growth of 330 percent in 2021 and 235 percent in 2020, attracting business from the likes of the National Basketball Association, HP and Bayer.

## campaign<sup>US</sup>

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## Black-owned holding company Direct Digital Holdings goes public



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For Direct Digital Holdings, going public is a way to further support the growth of multicultural media owners in the marketplace through programmatic advertising, Walker told Campaign US in an email.

"We believe this IPO will give us the necessary capital to accelerate our growth and become one of the go-to companies within the programmatic ad tech space," he said.

Direct Digital Holdings will use the IPO proceeds to bulk up its sales force and expand into new markets, as well as invest in proprietary software and technology for Colossus SSP, Walker said.



A Direct Digital Holdings Company

## DIGIDAY

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EQUALITY AND OPPORTUNITY

## Q&A: How minority-owned Direct Digital Holdings helps media buyers and ad tech embrace diverse investment

August 16, 2022 | By Michael Burg



**Goffin:** Between cold calling and beating down the doors, once we finally get someone to give us their ear, they get it. Colossus was formed from a place of need, where we saw a lack of diversity in a scalable place — a one-stop-shop. We really wanted to position ourselves to be efficiency partners. And so once you really explain the whys, I don't want to say it's a no-brainer, but it just makes sense. While we are inclusive, we're not exclusive. One thing that we wanted to make sure that you can do when executing any buys within the Colossus exchange is that it was representative of what you saw outside of your windows.



## Ad industry demands 'tsunami of truth' from Twitter in wake of whistleblower complaint

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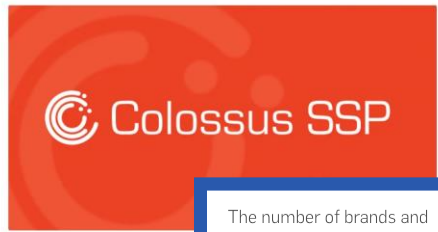
Get the very latest news and insight from Campaign with unrestricted access to [campaignlive.com](#), plus get exclusive discounts to Campaign events.

Kristie MacDonald, CEO of performance marketing company Huddled Masses, said Twitter has "consistently been a low priority for our mid-market brand clients since the performance results just aren't there."

"This news gives us some clearer insight as to why the deliverables haven't been strong enough to merit clients' ad dollars," she added.

## How This SSP Helped Blavity and Black Enterprise Grow Ad Revenue

Colossus connects advertisers to African American, Latinx, AAPI, LGBTQ+ and women-owned publishers



**"We knew that there was a rich population that just needed to have the opportunity to be connected to the ecosystem."**

Mark Walker, CEO and co-founder, Digital Direct Holdings

The number of brands and media agencies tapping into Colossus SSP rose by 87% between Q1 2021 to Q1 2022, including clients like Bayer, HP and the [NBA](#).

## Orange142 Extends Its 25-Year Relationship With Pigeon Forge Department Of Tourism

by Laurie Sullivan @lauriesullivan, March 9, 2022

Direct Digital Holdings on Wednesday announced that Orange142, the company's buy-side advertising platform, has once again been named digital

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UPCOMING EVENTS

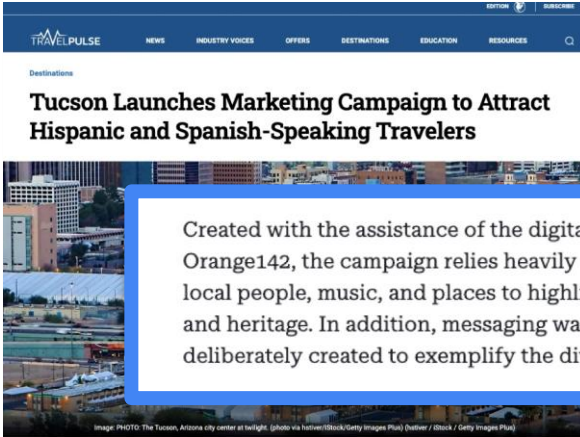
Email Insider Summit December 11 - 14, 2022  
Stein Eriksen Lodge, Park City, UT

advertisement **WEBINARS**

"With each digital advertising campaign, we capture front-end key performance metrics such as impressions, clicks, video views, conversions with backend performance once on site to ensure we're not only delivering website traffic but quality website traffic," said Ross Ramon, President and CEO of Orange142. "All data points are used to refine geographic and demographic audience targeting in real-time."

Wednesday February 15, 2023

Almost 90 percent of diverse/multicultural consumers report taking action because of a company investing in their community, according to a whitepaper from Direct Digital Holdings, "Dollars & DEI: Multicultural Consumers Insights on Brands' Media Buying and Marketing Practices."

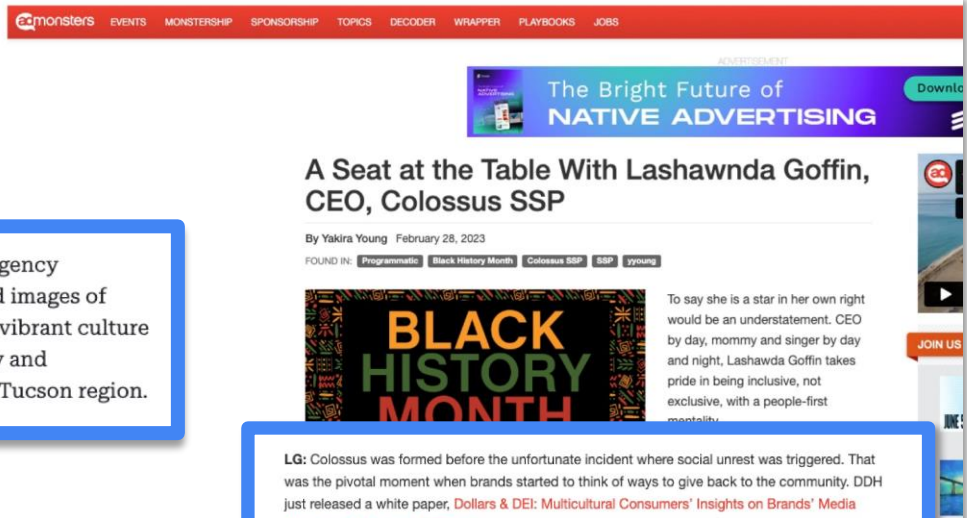


## Tucson Launches Marketing Campaign to Attract Hispanic and Spanish-Speaking Travelers

Created with the assistance of the digital marketing agency Orange142, the campaign relies heavily on stories and images of local people, music, and places to highlight Tucson's vibrant culture and heritage. In addition, messaging was thoughtfully and deliberately created to exemplify the diversity of the Tucson region.

By Mia Taylor on April 10, 2023  
Last updated: 5:20 PM ET, Mon April 10, 2023

Visit Tucson has launched a new online marketing campaign designed to attract Hispanic and Spanish-speaking travelers in the United States, making them feel welcome in Tucson, Arizona and encouraging them to explore the city's culture, heritage, and multiculturalism.



## A Seat at the Table With Lashawnda Goffin, CEO, Colossus SSP

By Yakira Young February 28, 2023

FOUND IN: Programmatic Black History Month Colossus SSP SSP zyoung



To say she is a star in her own right would be an understatement. CEO by day, mommy and singer by day and night, Lashawnda Goffin takes pride in being inclusive, not exclusive, with a people-first mentality.

LG: Colossus was formed before the unfortunate incident where social unrest was triggered. That was the pivotal moment when brands started to think of ways to give back to the community. DDH just released a white paper, *Dollars & DEI: Multicultural Consumers' Insights on Brands' Media Buying and Marketing Practice*, and it speaks about advertisers needing to put their money where their mouth is and how consumers in these audiences react and choose to support brands that give back to their community.