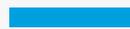




**DIGIDAY**  
TECHNOLOGY  
AWARDS



**2021 ENTRY KIT**

Last Chance Deadline: August 27, 2021

# The Digiday Technology Awards

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The **Digiday Technology Awards** recognize the technology modernizing media and marketing. The program honors a range of technologies including the best CRMs, monetization and automation platforms. As a bonus, many winning platforms are able to utilize their win as leverage when pitching to potential partners.

Over the years, the Technology Awards have recognized companies like Adobe, Chartbeat and Piano.

## Deadlines & Entry Fees

<b>EARLY DEADLINE</b>	June 25, 2021	\$449 per entry
<b>REGULAR DEADLINE</b>	July 23 2021	\$549 per entry
<b>LAST CHANCE DEADLINE</b>	August 27, 2021	\$699 per entry

# Categories

## **Best Social Marketing Platform**

Awarding the tool or platform that best manages and scales post creation and publication.

## **Best Buy-Side Programmatic Platform**

Awarding the leading buy-side platform for programmatic advertising.

## **Best Sell-Side Programmatic Platform**

Awarding the leading sell-side platform for programmatic advertising.

## **Best Video Ad Server - NEW**

Awarding the leading ad serving solution for video.

## **Best Content Marketing Platform**

Awarding the best content marketing software for content creation, management, distribution and beyond.

## **Best Content Management System**

Awarding the CMS platform that most efficiently manages and displays content across the web.

## **Best Content Syndication Platform - NEW**

Awarding the leading platform for brands and publishers to grow their audience, establish thought leadership and build awareness through content syndication.

## **Best CRM Platform**

Awarding the best CRM software for managing customer data, interactions and relationships.

## **Best Influencer Marketing Platform**

Awarding the influencer marketing platform most effectively syndicating content across platforms to reach brand objectives.

## **Best Mobile Marketing Platform**

Awarding the technology platform that provides the best cross-device solutions for mobile marketing.

## **Best Marketing Automation Platform**

Awarding the technology platform that has been most effective in automating marketing processes.

## **Best Marketing Analytics Platform**

Awarding the analytics platform that has been most effective in measuring the traffic or engagement marketing channels produce

## **Best Social Analytics Platform - NEW**

Awarding the tool or platform that best manages and scales measurement and insights.

# Categories

## **Best Cookieless Identification Technology - NEW**

Awarding the technology that best serves as an alternate identifier of users.

## **Best Sign-On Technology - NEW**

Awarding the best sign-on technology for identifying users.

## **Best Personalization and A/B Testing Platform**

Awarding the leading optimization, personalization and testing platform.

## **Best In-Store Technology**

Awarding the technology most enhancing the in-store shopping experience.

## **Best Location Data Platform**

Awarding the leading location-based services technology for consumer marketing.

## **Best Attribution Tool**

Awarding the attribution tool that has been most effective in highlighting the effectiveness of multiple channels.

## **Best Affiliate Marketing Platform**

Awarding the leading platform for advertisers or publishers looking to drive their affiliate revenues.

## **Best E-Commerce Technology**

Awarding the technology best enhancing the online shopping experience.

## **Best Sales Automation Tools & Platform**

Awarding the best sales automation tools that help manage the sales process and minimize the manual effort.

## **Best Native Advertising Platform**

Awarding the leading recommendation and native advertising platform for increasing ad revenue and user engagement.

## **Best Monetization Platform for Publishers**

Awarding the platform that allows publishers to monetize via relevant, highly contextualized ads.

## **Best Event Platform - NEW**

Awarding the best platform for hosting events.

## **Best Subscription Platform**

Awarding the leading subscription platform for media companies to drive engagement, loyalty and revenue.

# Categories

## **Best Customer Data Platform**

Awarding the CDP that has been most successful in helping businesses manage customer data.

## **Best Digital/Social Video Management Platform - [NEW](#)**

Awarding the platform that most efficiently manages and displays content across digital or social channels.

## **Best Connected TV/Streaming Video Management Platform - [NEW](#)**

Awarding the platform that most efficiently manages and displays content across connected TV or streaming services.

## **Best Data Management Platform**

Awarding the platform that has been most successful in helping businesses manage user data.

# Submission Form

## Submission Questions

**Company Logo** - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both unless you prefer to be omitted.

**Company** - Describe the industry you serve and who the end-user client is. Note: If you are an agency submitting on behalf of a client, please describe their industry. [\[100 words or less\]](#)

**Note:** All entries should be approached from a case study perspective, which showcases how 'X' platform helped client achieve 'Y'.

**\*Option to insert Case Study or Platform link\***

**Goals** - Describe what the platform aims to achieve. [\[150 words or less\]](#)

**Challenges** - Describe any challenges the team had to overcome. [\[150 words or less\]](#)

**Results** - Describe results, impact on business and ROI for business or client. [\[150 words or less\]](#)

## Supporting Materials

While not required, they enhance the overall quality of your entry.

**Images** - You may include up to three images that support your submission. There are no file format restrictions.

**URLs** - You may include up to two URLs. This can be your company website, a link out to a case study, video links, etc.

**Sizzle Reel** - We suggest including a video to support your submission if possible. No longer than two minutes in length. No file format restrictions apply.

## Credits

**This section reflects what you will see in any public-facing mention should you be named a finalist or winner.**

Please list your Company Name exactly how you want the nomination to read publicly.

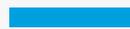
Example: Adobe — Adobe Analytics.

Please list the URL where you would like your Company Name to link out to.

Example: <https://business.adobe.com/products/analytics/adobe-analytics.html>



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