DIGIDAY
TECHNOLOGY
AWARDS

Entry Kit
2022

The Digiday Technology Awards

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

EARLY DEADLINE	June 24, 2022	$499 per entry
REGULAR DEADLINE	July 22, 2022	$599 per entry
LAST CHANCE DEADLINE	August 26, 2022	$729 per entry

Categories

Best Affiliate Marketing Platform
Awarding the leading platform for advertisers or publishers looking to drive their affiliate revenues.

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

Best Buy-Side Programmatic Platform
Awarding the leading buy-side platform for programmatic advertising.

Best Connected TV/Streaming Video Management Platform
Awarding the platform that most efficiently manages and displays content across connected TV or streaming services.

Best Content Management System
Awarding the CMS platform that most efficiently manages and displays content across the web.

Best Content Marketing Platform
Awarding the best content marketing software for content creation, management, distribution and beyond.

Categories

Best Content Syndication Platform

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

Best Cookieless Identification Technology

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

Best CRM Platform

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

Best Customer Data Platform

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

GRAND PRIX - Best Data Lead | NEW

Awarding the best data strategist leading a team at a tech provider, platform or company.

Best Data Management Platform

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

Categories

GRAND PRIX - Best Data Team | **NEW**
Awarding the best group of data scientists at a tech provider, platform or company.

Best Digital/Social Video Management Platform
Awarding the platform that most efficiently manages and displays content across digital or social channels.

Best E-Commerce Technology
Awarding the technology most enhancing the online shopping experience.

Best Event Platform
Awarding the best platform for hosting events.

Best In-Store Technology
Awarding the technology most enhancing the in-store shopping experience.

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

Categories

Best Location Data Platform

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

Best Marketing Analytics Platform

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

Best Marketing Automation Platform

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

Best Measurement Solution | NEW

Awarding the measurement provider that most effectively provides solutions for for advertisers to evaluate campaign performance and plan future spending.

Best Mobile Marketing Platform

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

Best Monetization Platform for Publishers

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

Categories

Best Native Advertising Platform
Awarding the leading recommendation and native advertising platform for increasing ad revenue and user engagement.

Best Partner Clean Room | NEW
Awarding the best facilitation of data sharing between a brand and a publisher.

Best Payment Solution | NEW
Awarding the technology that most effectively makes online payments easier for customers

Best Personalization & A/B Testing Platform
Awarding the leading optimization, personalization and testing platform.

Best Sales Automation Tools & Platform
Awarding the best sales automation tools that help manage the sales process and minimize the manual effort.

Best Sell-Side Programmatic Platform
Awarding the leading sell-side platform for programmatic advertising.

Categories

Best Sign-On Technology

Awarding the best sign-on technology for identifying users.

Best Social Analytics Platform

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

Best Social Marketing Platform

Awarding the tool or platform that best manages and scales social marketing and advertising efforts.

Best Subscription Platform

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

Best Sustainable Ad Tech Platform NEW

Awarding the ad tech platform with the most effective strategies to minimize environmental impact of online advertising.

Best Video Ad Server

Awarding the leading ad serving solution for video.

FAQ

How do I start my submission?
Submit here. You will be brought to the Digiday Technology Awards Submission platform where you will be asked to register if not already.

Am I eligible to enter this program?
Case studies must be relevant to June 2021-June 2022.

How do I increase my chances of winning an award?
Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

What if my company has a juror on the judges panel?
Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?
Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

FAQ

Can I make changes to my entry once it's been submitted?
Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

When and how will finalists be notified?
Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced approximately one week after judging closes. You can find the specific date in the confirmation email from your submission.

What methods of payment are accepted?
The platform accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

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Contact

awards@digiday.com