The 2022 Digiday Technology Awards recognize companies that are exploring new technologies and adapting to meet the needs of the digital media industry, especially when it comes to e-commerce, sustainability and influencer marketing.

This year's winners helped brands scale into new markets and channels while preserving the valuable elements of existing e-commerce infrastructures. These programs also enabled brands to build sustainable advertising environments that reduced carbon footprints and helped connect publishers and advertisers with technology innovation supporting all ad formats, devices and user experiences. In addition, the winners this year focused on improving omnichannel personalization by connecting with consumers across social media platforms via influencer marketing strategies.

This guide highlights each winning program, unpacking insights into the elements that worked best and what marketers everywhere can learn from the campaigns and initiatives they brought to life.

Best Affiliate Marketing Platform | Rakuten Advertising

Rakuten Advertising

Background

Last year, MAC was looking to broaden its customer base through innovative partnerships with the goal of leveraging the affiliate channel for brand building rather than a discount vehicle. Through Rakuten's machine-learning insights and analytics portal, placement recommender, leading global partner network and other tools, MAC and Afterpay formed a profitable and scalable relationship, with Afterpay becoming the number three partner by revenue for MAC. Rakuten's technology allowed MAC to introduce itself to new audiences and drive sales with engaging brand experiences rather than discounting.

Insights

MAC's first dive into brand-to-brand partnerships resulted in a highly successful full-funnel partnership that matched the brand's premium objectives, facilitated by Rakuten's advanced technology capabilities. The collaboration resulted in consistently engaging, high-quality "edutainment" experiences that enhanced perceived value and differentiation, with over half of total sales from new customers and incremental sales 182% above MAC's target. Because the Rakuten Advertising platform delivers flexible partnership structures, dynamic commissioning formats and the ability to analyze and measure based on metrics from every customer journey stage, it's ideal for luxury brands.

Best Attribution Tool | Foursquare

Background

Foursquare helps leading global companies tap into the intelligence of the world around them to create better customer experiences and yield tremendous ROI for their businesses. Its customers leverage the power of location data for intelligent business decisions, from enterprise-level companies to developers, analysts, marketers and data scientists. Foursquare Attribution connects campaign exposure to real-world visits, revealing the true incremental impact of ads, top drivers and opportunities to optimize. The company enhanced this solution even further with Closed Loop Attribution, which fills a market gap by measuring ad exposure against online and offline conversions. The model allows brands to measure in-store foot traffic and online conversion events against historical visitation and incremental data for accuracy.

Insights

Neighborhood network platform, Nextdoor, utilized Foursquare to gain a deeper understanding of consumer behavior. Using Foursquare Attribution, its advertisers saw a 25% lower median cost-per-visit than the Foursquare benchmark throughout Q1 of 2022. Additionally, a recent Forrester study — featuring a case study using Foursquare Attribution — found that enterprises may realize an ROI of 500% or more as well as increases in revenue from incremental store visits, cost-per-store visit optimization, the ability to test and evaluate emerging media channels and more.

Best Buy-Side Programmatic Platform | Tremor Video

TREMOR VIDEO

A **TREMOR INTERNATIONAL** COMPANY

Background

Tremor Video has a proven track record for bringing brand stories to life dynamically and programmatically. The company helps its clients reach their desired audiences and drive awareness, sales, traffic, etc., through the most dynamic and inventive means possible. Its solutions — TV Intelligence and TV Marketplace — in addition to its creative studio Tr.ly, deliver offerings such as content-level targeting, cross-device attribution, AI and machine learning and unified social data to provide industry-leading data sets and insights to Tremor Video's clients to craft one-of-a-kind creatives for their campaigns.

Insights

One of Tremor Video's clients, Pure Michigan, worked with the company to drive awareness and consideration for Michigan as an ideal place to travel during the summer of 2021. Due to the events of the time, Pure Michigan incorporated survey data that found most consumers were willing to drive then but not necessarily fly. Tremor Video's technology repurposed a single video asset into over 1,000 versions to optimize for all screens across 20 designated market areas within Pure Michigan's range of target consumers. The campaign resulted in over 25,000 viewer engagements via clicks through the mobile ads and QR code scans on the CTV ads, with the CTA being, 'learn more about Michigan travel.'

Best Connected TV/Streaming Video Management Platform | Tagboard

#tagboard

Background

Tagboard is an audience experience platform that hundreds of media, entertainment and sports organizations use to produce more impactful stories, save time and drive stronger engagement with fans. Its proprietary software empowers producers to create programming from anywhere in the world with an internet connection using an intuitive graphics interface, one-click access to social content, and interactive graphics for cross-channel engagement. Through its platform, Tagboard drives more robust measurable engagement across channels for partners while drastically reducing operating expenses.

Insights

One of Tagboard's clients, the Detroit Lions, sought to drive meaningful fan engagement, produce high-quality programming and provide fans with an immersive, team-centric virtual experience heading into the 2021 NFL Draft. Using Tagboard's Cloud Production Platform, the Detroit Lions drove 237,000 total engagements and over 292 million impressions across their social media with the #OnePride hashtag promoted throughout its shows. The live streams of the Lions' draft gained 54,000 total views with an average watch time of 13 and 15 minutes on days 1 and 2, respectively — significantly longer than the watch times in 2020. The Lions also drove a 76% year-over-year increase in impressions for their interactive shows with Tagboard's platform.

Best Content Management System

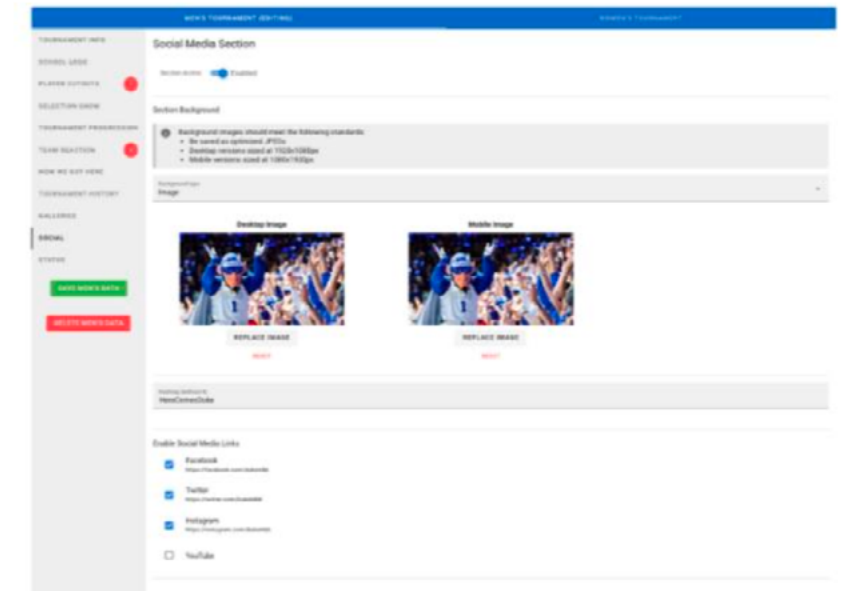# SIDEARM Sports - Powered by Learfield

Background

The SIDEARM publishing platform is a leading digital fan engagement provider of college athletics and powers the official athletic websites, mobile apps and over-the-top media services for over 94% of NCAA D1 programs. This platform constantly innovates around communications, recruiting and fundraising, and the in-stadium and at-home fan experience. SIDEARM's goal is to engage fans and build brand notoriety, partnerships and revenue by creating high-impact digital fan experiences with as little burden on the athletic staff as possible.

Insights

SIDEARM's technology provides a wide range of solutions to its partners, from A/V streaming and authentication/paywalls to in-seat ordering, light shows, fan loyalty, in-game digital experiences and more to bring the game to life for fans that are both in-stadium and at home. In 2021, the platform had nearly 2.8 billion page views, welcomed over 618 million unique users, and streamed over 30,000 live and on-demand events, including 603 events in a single day. Additionally, the platform streamed a pay-per-view football game in collaboration with The University of Oklahoma, which resulted in over $1 million in revenue.

Best Content Marketing Platform

Contentgine + Quarry

CONTENTgine
CONTENT-BASED MARKETING

Background

As a leader in content-based marketing, content syndication, intent marketing and demand generation, Contentgine has witnessed explosive growth by offering business solution information to business professionals in a unique way. With the Perpetual Engine that syndicates content from Contentree and its Content Indication Platform (CIP), Contentgine can engage with the right audience at the right time and analyze content consumption and intent. The result: precise, first-person intent data for advanced, actionable insights.

Insights

To further increase the quality of its data and deliver more precise first-party leads, Contentgine partnered with Quarry. Quarry saw increased contact coverage, active engagements, a jump in demand gen for its clients and overall ROI with Contentgine's intent mapping. With the success of this partnership, Quarry now provides Contentgine's turnkey content marketing platform for a wide range of clients to activate successful content marketing campaigns. Quarry even helped one client attribute $40 million in net new revenue in 2021 with the support of Contentgine's content syndication.

Best Cookieless Identification Technology

ID5 Identity Cloud

Background

ID5 provides a comprehensive, efficient and privacy-compliant solution to identify users — benefiting the entire open web. As a market-leading identity provider, ID5 was created to improve online advertising for consumers, media owners and advertisers alike. For companies like IBM, targeting and retargeting users has become more complex as browsers such as Safari, Firefox and Edge have already restricted third-party cookies. To overcome this challenge, IBM worked with ID5 to reach both cookieless and cookie-based browsers efficiently.

Insights

IBM partnered with ID5 to find an identity resolution that would enable them to address cookieless traffic in the short- and long-term while respecting users' privacy preferences. In working with ID5 and MediaMath, the three companies could execute a proof of concept campaign within the U.S. across desktop, Android and Apple iOS devices that leveraged the ID5 ID to recognize B2B Safari users and DSP MediaMath to retarget them. This collaboration created a retargeting segment of 1.4 million unique and addressable users. It helped IBM maximize its campaign budget by achieving 21% lower CPMs across iOS users than those using Android devices.

DR⚡FT®

Background

Drift helps businesses connect with people at the right time in the right place with the right conversation. By using the Drift Conversation Cloud, companies can personalize experiences that lead to more quality pipelines, revenue and lifelong customers. The cloud platform aims to improve the entire B2B customer journey by using AI-powered technology to personalize and tailor online experiences to the needs of each customer across marketing, sales and customer service. Within the Conversation Cloud, there's Conversational Marketing that connects marketers and web visitors in real-time, Conversational Sales that helps sellers close deals faster and Conversational Service that provides real-time personalized customer care.

Insights

Pipefy utilized Drift's platform and found that leads sourced by Drift were significantly more engaged — closing seven times faster than leads from other sources and increasing qualification times by 50%. Drift also improved the quality of the Pipefy experience, allowing the company to focus on the customers who need attention the most while answering customer questions in real-time through Drift's AI-powered chat — reducing their response time to less than 10 seconds across the entire team. Additionally, Drift seamlessly integrates with Salesforce, ensuring the Pipefy team doesn't duplicate their outreach efforts.

Best Customer Data Platform | Olo

Background

Olo is an open SaaS platform for restaurants that enables digital hospitality at every touchpoint. By utilizing one of the largest and most flexible restaurant tech ecosystems on the market — with integrations to over 300 technology partners — Olo's customers can build personalized guest experiences inside and outside their four walls. First Watch, an award-winning daytime dining concept, engaged with Olo during the pandemic to power off-premises orders. Then, it expanded its partnership to keep up its sales momentum by driving guests who ordered online to make repeat orders sooner. The campaign outcomes proved measurable ROI through the ability to view email recipient conversion and spend — both online and in-person.

Insights

First Watch worked with Olo to grow its digital presence and off-premises sales, deliver personalized marketing messages, a better customer experience across channels — in-restaurant and digital — and better understand customer preferences. This allowed Olo to launch accurate, automated marketing campaigns that provided quick, visible results to contribute to company growth. As a result of working with Olo, First Watch experienced a 20% lift in spend by email recipients over 30 days. And, within 90 days of automation, $2.7 million in online and in-person spending could be attributed to 48,000 email recipients.

Best Data Lead | Dstillery

Profile

Dstillery is a custom audience solutions company that empowers media agencies to reach their clients' best prospects for high-performing programmatic advertising campaigns. The company's Chief Data Scientist, Melinda Han Williams, led the invention of ID-free Custom AI — a patented, privacy-by-design targeting technology. This new solution allows advertisers to reach their best audiences without referencing any individual's profile, web browsing history or another identifier. While this is a groundbreaking industry solution, the delay of the cookie deprecation has slowed advertisers' urgency to adopt cookieless solutions. To overcome this, Melinda double-downed on sharing the ID-free story and became a sought-after authority on the cookieless future, helping Dstillery take significant steps forward.

Insights

The ID-free solution is at the cutting edge of applying machine learning and data science to solve brands' evolving advertising needs amid significant industry disruption and transition. Melinda has been pivotal in educating clients and helping them set up test campaigns proving ID-free performs on par or better than cookie-based technologies. One of the many successful campaign performances is through a partnership with Stop & Shop and AMP Agency. ID-free Custom AI outperformed third-party behavioral targeting by 72% and contextual targeting by 12%. Melinda has proved the business case for ID-free ahead of third-party cookie retirement.

Best Data Lead | Claudia Yuri Katagi - CI&T

Profile

CI&T's senior data strategist, Claudia Yuri Katagi, leads the data and analytics powerhouse within the company, guiding businesses through a data strategy, from raw data to business impact. Claudia is building out CI&T's data product management capability and bringing leadership to its clients in the newly emerging field. A primary goal for this new program includes ensuring clients understand the mindset of data as a product rather than simply a technical capability. In addition to this mindset transformation, Claudia's team sought to implement data modernization and change the operating models with its clients, which included a lack of dynamism and ownership and tackling multiple data sources.

Impact

Claudia saw that project implementation took over six months while the technology and data delivery were low quality without documentation or visualization, making it unsuitable for stakeholder consumption. To resolve this, she defined a process to understand the business needs — mapping prioritization and scope. At first, there was no backlog mapped, but in the end, the team created a backlog of 30 items. The first deliverable took three months to complete, was 100% documented and increased the data dictionary by 37%. All hard-coded information was removed, allowing businesses to change definitions and update to a single table.

Best Data Management Platform

Adstra

adstra
the new **ideal**

Background

Offered via a subscription-based model, Adstra has a comprehensive suite of transparent identity and data solutions that are portable and futureproofed. The company bridges the gaps between PII and anonymized data with speed, flexibility, cost-effectiveness and frictionless portability across all media. Demand for these types of enterprise identity solutions has accelerated amid increased privacy concerns and regulations, deprecation of third-party cookies and increased DTC marketing.

Insights

One of Adstra's clients, Cox Automotive, worked with the company as part of its DRiVEQ Consumer Intelligence strategy. With Adstra's enterprise identity platform 'Conexa,' which provides the identity graph, identity resolution and persistent ID across all of their data sets, Cox Automotive was able to deliver greater relevancy for consumers and elevated value to clients. This resulted in 3.4x higher ROI, a 216% increase in form submission rates, a jump in email open rates from 5.32% to 14.46% and in-store leads converting to sales at a rate 30% greater.

Best Data Management Platform

Audigent

audigent®

Background

Audigent curates and optimizes data and inventory in real-time. The platform's verified opt-in data approaches drive monetization for premium publishers and data partners, including Condé Nast, Penske Media, TransUnion and Warner Music Group.

Insights

Audigent's solutions for honed targeting strategy and first-party audience data helped jewelry brand LAGOS reach the right customers at the right time with high-quality and brand-enhancing ads, helping drive a 14.7x ROAS. Another multi-month, multi-campaign and multi-category study with a top DSP partner achieved a 70% increase in conversion rate with a 435% increase in conversion volume, a 25% reduction in CPA and a 30% increase in CPM for supplier's inventory.

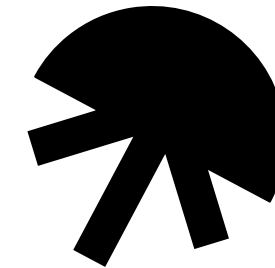# Best Data Team | Dstillery

dstillery

Profile

Dstillery, a custom audience solutions company, empowers media agencies to reach their clients' best prospects — achieving high-performing programmatic advertising campaigns. Led by Melinda Han Williams, Chief Data Scientist, and Amelia White, vice president of data science research, Dstillery's data science team recently developed Custom Patient Target (Custom PT). This healthcare-specific predictive behavioral targeting solution uses AI to predict a brand's patients without tracking or identifying information.

Insights

Dstillery's data science team constantly makes innovative contributions to the programmatic ad industry, setting precedents for the cookieless future. Along with Custom PT, these solutions and technologies include ID-free Custom AI and the Map of the Internet (MOTI). Custom PT delivered 3x more impressions for one pharmaceutical client's campaign and lowered the brand's CPA by 84% compared to contextual targeting.

Best Digital/Social Video Management Platform | Jellysmack

Background

Jellysmack, the global creator company, uses technology to transform today's talented video creators into tomorrow's digital icons. The company's powerful AI identifies promising creators and supports their growth through multi-platform distribution, financial backing and data-driven content production. This infrastructure saves creators' time, maximizes value and builds engaged audiences that translate into long-term, revenue-driving success.

Insights

By analyzing, scaling and distributing content for creators globally — even cutting down on editing time and managing changing platform algorithms — Jellysmack helps them increase their fan bases and maximize revenue across social channels without additional work from the creator. Jellysmack has helped top creators grow their followings and revenue across Facebook, Instagram, Pinterest, Snapchat, TikTok and YouTube. To date, Jellysmack-backed creators have earned more than $150 million. In 2021, the top 20% of Jellysmack's creator partners each generated more than $1 million and two-thirds of partners generated at least an additional $100,000 on incremental social platforms.

Best E-Commerce Technology | Commerce Layer

Background

With Commerce Layer, an API-first checkout solution, brands take control of the transactional engine that powers e-commerce experiences on the web while benefiting from lower development time and costs, reduced cart abandonment and improved site performance.

Insights

Composable commerce solutions help brands scale into new markets and digital channels without tearing down and rebuilding their existing e-commerce infrastructures. Chilly's, a fast-growing reusable beverage containers and accessories maker, re-platformed its e-commerce site with Commerce Layer, expanding from five to 36 international markets. The company sells products in various currencies and languages and follows orders from shopping cart to delivery from a centralized hub. Chilly's has also seen a 41% drop in checkout abandonment, a 24% increase in mobile and an 18% increase in overall conversions.

Best Event Platform | ON24

Background

ON24 is a sales and marketing platform for digital engagement, delivering insights to drive revenue growth. Companies use the platform to create exceptional webinars, virtual events and personalized content experiences that drive engagement with audiences everywhere — nurturing buyers throughout their journeys.

Insights

ZS, a professional services firm that develops and delivers high-tech solutions to pharmaceutical and life sciences companies, used ON24's platform to make the most of increased event attendance when they transitioned to virtual experiences. The ZS team offered a mix of live and on-demand sessions at its annual summit and leveraged engagement features like group chat, Q&A widgets and surveys. The team also incorporated a social networking lounge, gamification, photo booths and swag bags (plus built a dynamic virtual magic aftershow). ZS now uses ON24 to create and run its Impact Series webinar, increasing its retention and registrant-to-attendee rates.

Best In-Store Technology | Volumental

>|o
VOLUMENTAL

Background

Used by more than 80 brands, footwear fit technology Volumental uses computer vision, purchase data and AI to recommend the optimal sizes, brands and styles for shoppers. By going beyond traditional length and width measurements, Volumental improves consumer satisfaction by helping customers find the shoes that will fit them best.

Insights

This innovative fitting technology helps retailers increase customer retention, average order value and customer lifetime value. Partner retailers have reduced returns by 10%–30% and captured up to 98% of customers' email addresses. One Volumental client saw a 277% increase in email capture in the first six months after incorporating the company's technology.

Best Influencer Marketing Program
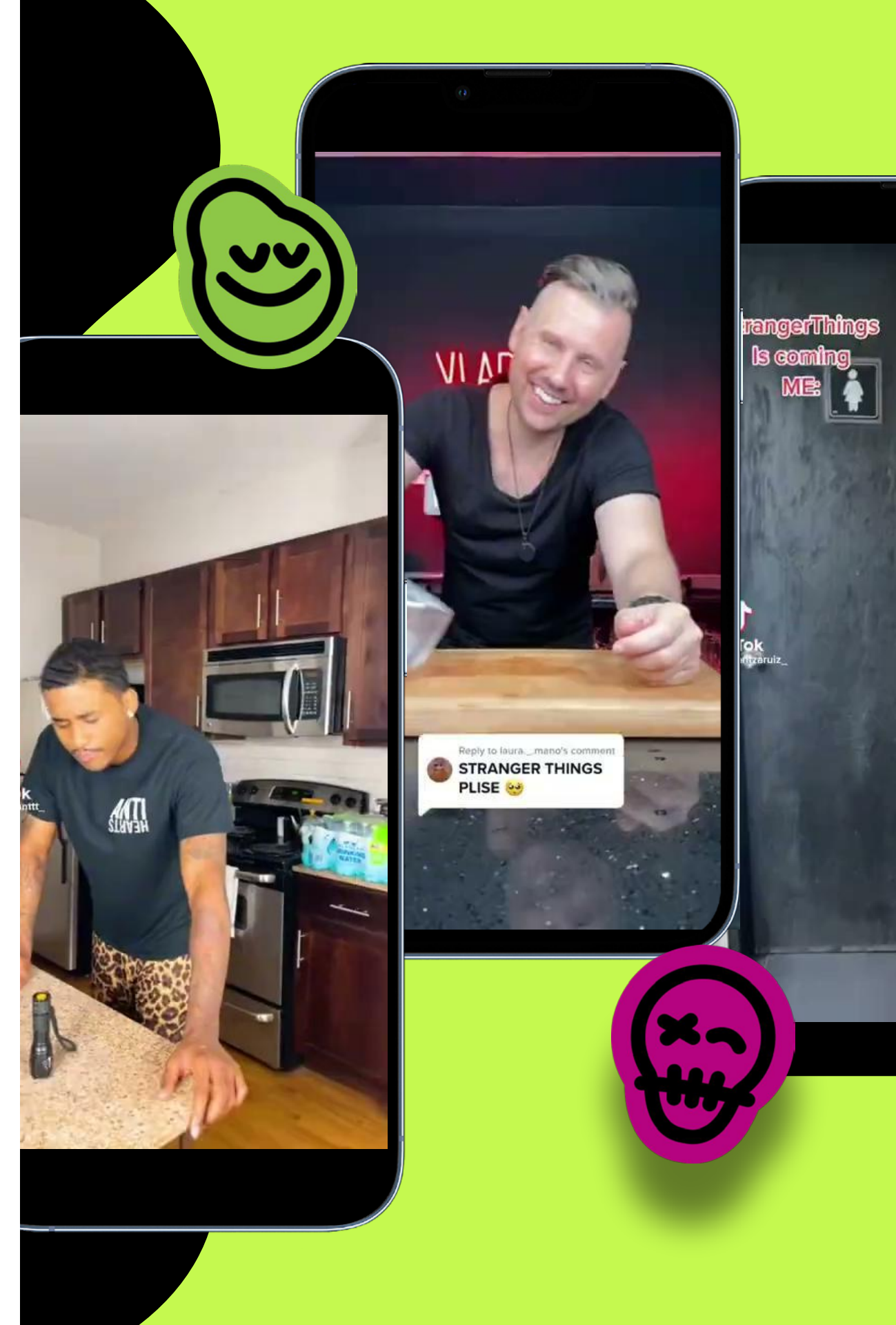
Pearpop

Background

A creator collaboration platform with nearly 200,000 creators, Pearpop allows brands to collaborate with influencers instantly and on demand. Through Pearpop's "Challenges," marketers can instantly activate relevant, brand-safe influencers to promote their brands, paying only for guaranteed performance on a CPM or CPA basis.

Insights

Pearpop simplifies the process for brands looking to connect with influencers for content and spark movements on social media. Brands working with Pearpop include Netflix, which launched a challenge for "The Tinder Swindler" that garnered entries from 127 creators, generating 11.5 million video views and delivering a $5.36 CPM. Additionally, a Panera Bread challenge drove more than 18 million total views at a CPV of $0.0019, while a Rakuten campaign drove 6.5 million video views in four weeks, with a CPV of $0.0046 and more than 200,000 total likes and engagements.
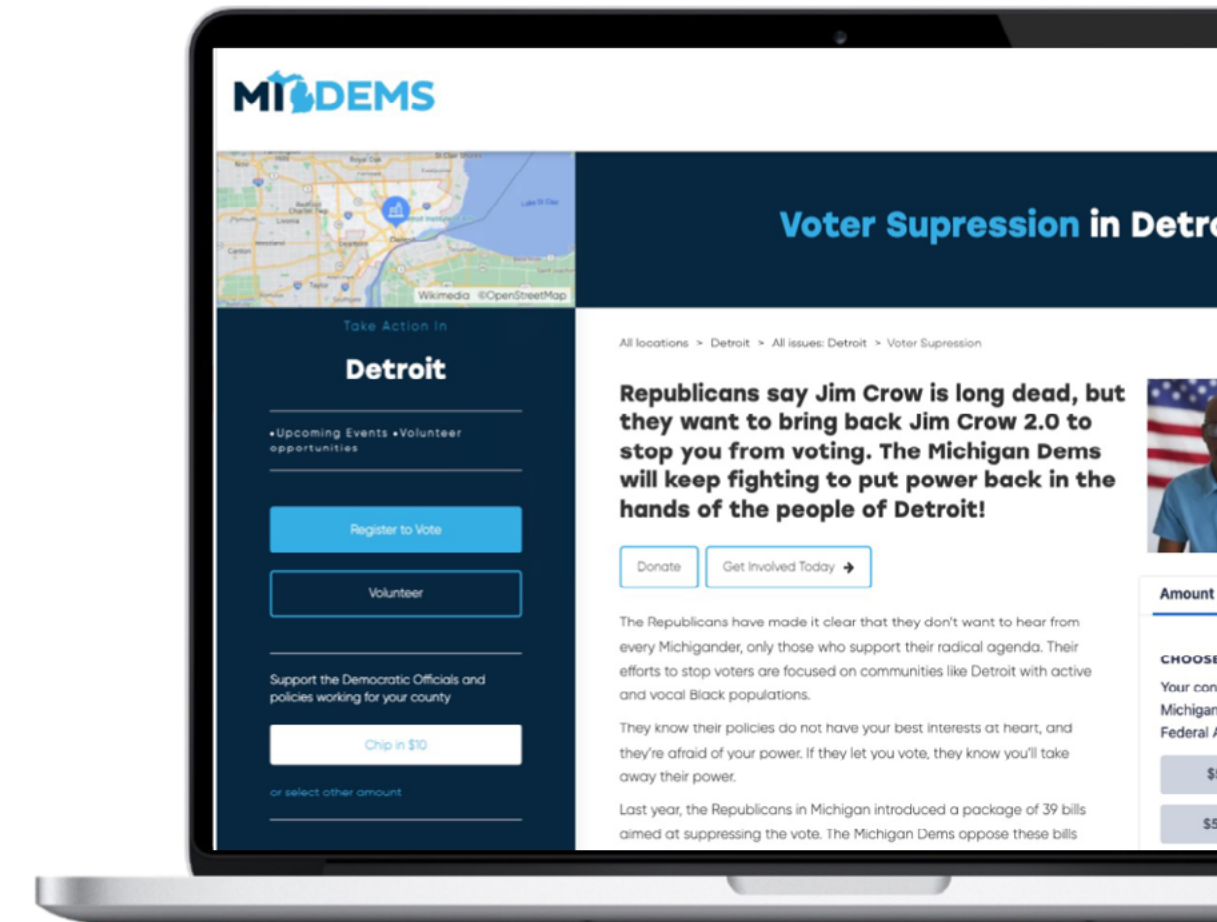
Near Me Politics

Background

A first-of-its-kind platform in the political space, Near Me Politics uses marketing technology to create a locally relevant online and offline constituent experience. The company helps organizations and nonprofits drive actionable engagement across locations with hyper-granular targeting, dynamically localized ad content and locally relevant microsites.

Insights

Near Me Politics leads with evocative, localized campaigns that prioritize a constituent-first approach. Hyper-target local campaigns focus on issues, news, people or events specific to a geo-directed town, city or neighborhood. The platform helps organizations improve insights and retargeting efforts by testing and responding to regional nuances. These granular insights further help organizations optimize media investments, stretch budgets and inform broadcast media buys.

Best Marketing Analytics Platform

Known + JUST Egg

Known

Background

Known's custom data and technology platform, Skeptic, uses state-of-the-art machine learning and AI to complement, not overshadow, the creative process. Skeptic's technology helps brands achieve a balance between creativity and data.

Insights

As JUST Egg's agency of record for media planning and buying, strategy, audience research and brand tracking, Known helped the food brand launch its first major brand campaign. To meet the campaign objectives, the Known team leveraged Skeptic to understand and expand JUST Egg's core audiences, define its media strategy and bring that strategy to life to grow brand awareness. With Skeptic, Known developed a media plan that increased sales and brand awareness. JUST Egg has sold the plant-based equivalent of more than 300 million conventional eggs, saving enough carbon emissions to remove 11,364 cars from the road, enough water to fill 16,572 Olympic-sized swimming pools and enough land to create 20 Central Parks.

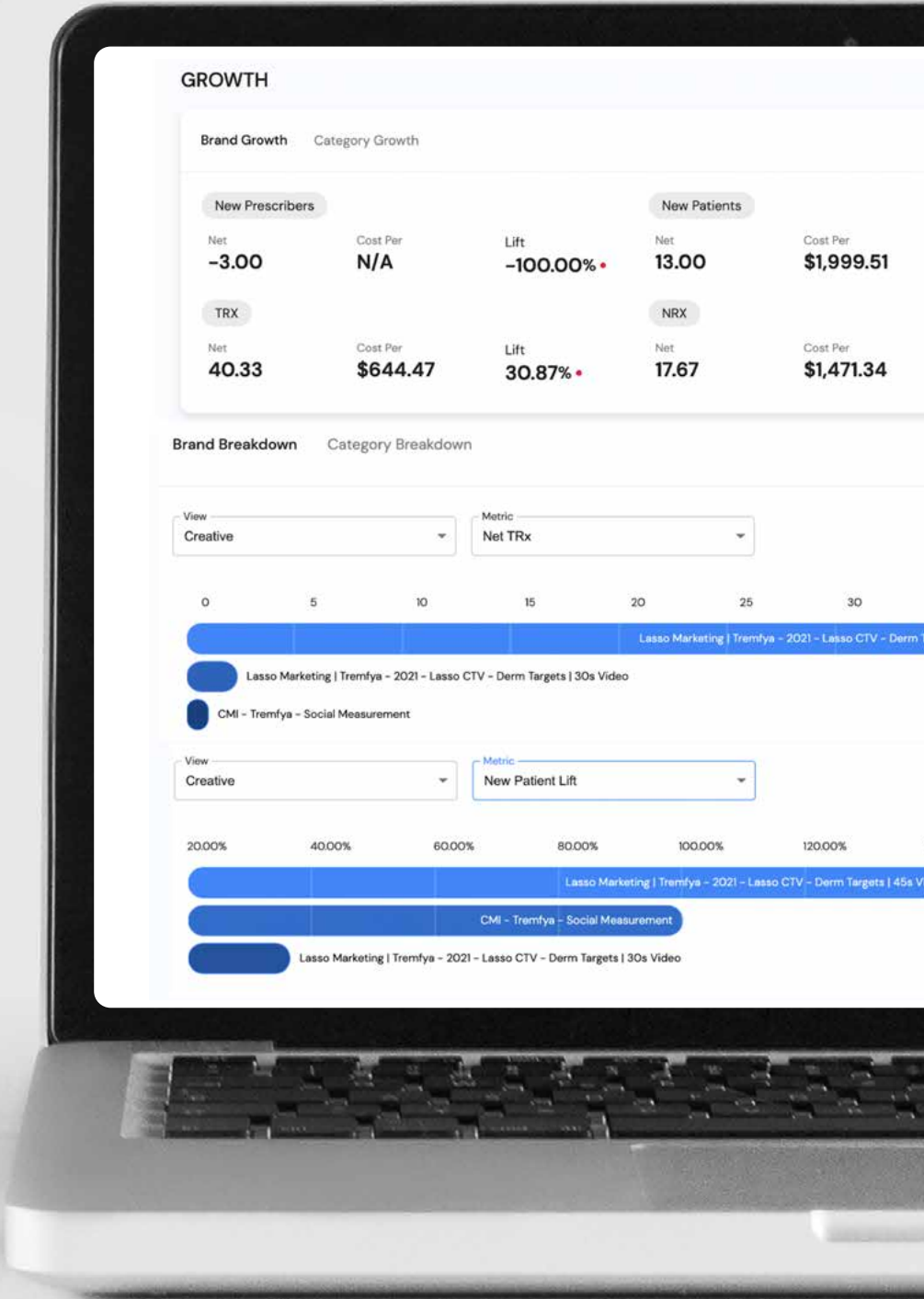# Best Marketing Analytics Platform | Lasso

L A S S O

Background

An omnichannel healthcare marketing and analytics platform, Lasso allows healthcare marketers to plan, activate and measure healthcare practitioner and consumer-targeted campaigns across programmatic, email, social, endemic and connected TV — all in one place.

Insights

Lasso's addition of a measurement suite to its end-to-end platform enables fast, deterministic and actionable real-world insights for every campaign, channel and target audience. Insights such as Gross Rx Reporting and Net Impact Analysis allow healthcare and pharmaceutical brands running omnichannel campaigns to understand the total ROI across every media tactic. This allows marketers to make more intelligent in-flight decisions and maximize desired real-world behaviors.

Best Marketing Automation Platform

Flight Control by Clinch

FLIGHT CONTROL
BY CLINCH

Flight Control by Clinch Powers Creative Personalization, Ad Serving and Optimization for Albertsons Media Collective

Albertsons, the second largest supermarket chain in the US, r
launched their retail media network, Albertsons Media Collec
aimed to raise awareness for CPG advertisers, curate a more r
shopping experience for Albertsons customers, and ultimatel
But launching a retail media network is an extremely complic
that presents a myriad of challenges and considerations:

— Clear and accurate real-time campaign reporting c
is necessary to monitor performance and track RO

— Ensuring that every ad served reflects highly releva
and locally accurate information suited to the wan
and needs of the customer

— Flexibility to position featured advertisers, products
and promotions accordingly, and agility to adjust
assets at scale

These challenges are impossible to overcome without
and technology partners. Successfully launching hund
reaching millions of consumers at thousands of locatic
insurmountable feat. In partnership with Merkle, Fligh
Albertsons the agility to remain in lockstep with const
behaviors, as well as the foresight to meet the deman
to capitalize on their network.

Background

Clinch's AI-driven personalization/DCO technology delivers custom-tailored ad experiences across all channels, driving best-in-class performance and consumer intelligence. The company's omnichannel campaign activation platform, Flight Control, empowers agencies to manage the entire campaign lifecycle, from strategy through activation and measurement. By equipping agencies with a single platform, they can be more productive, efficient and profitable with automated workflows that save time and money.

Insights

Flight Control replaces all point solutions that have become part of ad campaign planning, activation, optimization and measurement. The unified and transparent platform is media-agnostic and integrated with most DSPs and other partners. Flight Control enabled AMC to seamlessly deploy more than 100 display and social campaigns showcasing more than 90 different advertisers. Its integrations helped reduce the campaign trafficking process time from days to minutes while an intuitive interface made instant insights easily accessible. To date, AMC activity running through Flight Control generated a 51x increase in sales.

Best Measurement Solution | Nano Interactive + Superbet

Background

Online gaming business Superbet sought a unique set of activation tactics and metrics to measure its performance in an exceedingly crowded space. Superbet partnered with Nano Interactive, which had been testing and developing its own measures around attention marketing. The latter's attention metrics include Brand Impression Time, unique to Nano's LIIFT platform, which are used alongside CTR for optimization across all key brand metrics, with the ultimate goal of increasing Superbet's market share.

Insights

Clicks are not the only way brands measure success. By actively optimizing toward attention, Superbet and Nano Interactive delivered uplifts across every brand metric versus the CTR-optimized activity. Optimization efforts resulted in a 62% uplift in prompted brand awareness, a 33% uplift in unprompted brand awareness, a 121% increase in brand consideration and a 58% increase in brand perception.

Best Mobile Marketing Platform | **AdTheorent**

ADTHEORENT®

Background

AdTheorent uses advanced machine learning technology and privacy-forward solutions to deliver impactful advertising campaigns for marketers. Its in-house machine learning platform, Studio A/T, leveraged predictive targeting, geo-intelligence and audience extension solutions to help ready-to-cook meal provider AdapTable Meals to drive awareness of the brand and grow sales at partnering grocers in target markets.

Insights

AdTheorent's IRI digital sales lift study helped prove that AdapTable Meals' audience exposure to the agency's digital advertising positively impacted in-store sales and household adoption compared to the control group. In addition, the advertising campaign drove higher ROAS, increased media engagement rates and improved video completion rates, highlighting the integral role of lift studies in driving campaign success.

Best Monetization Platform for Publishers

Blockthrough

How Healthline recovered over $1 million in adblock revenue with Blockthrough
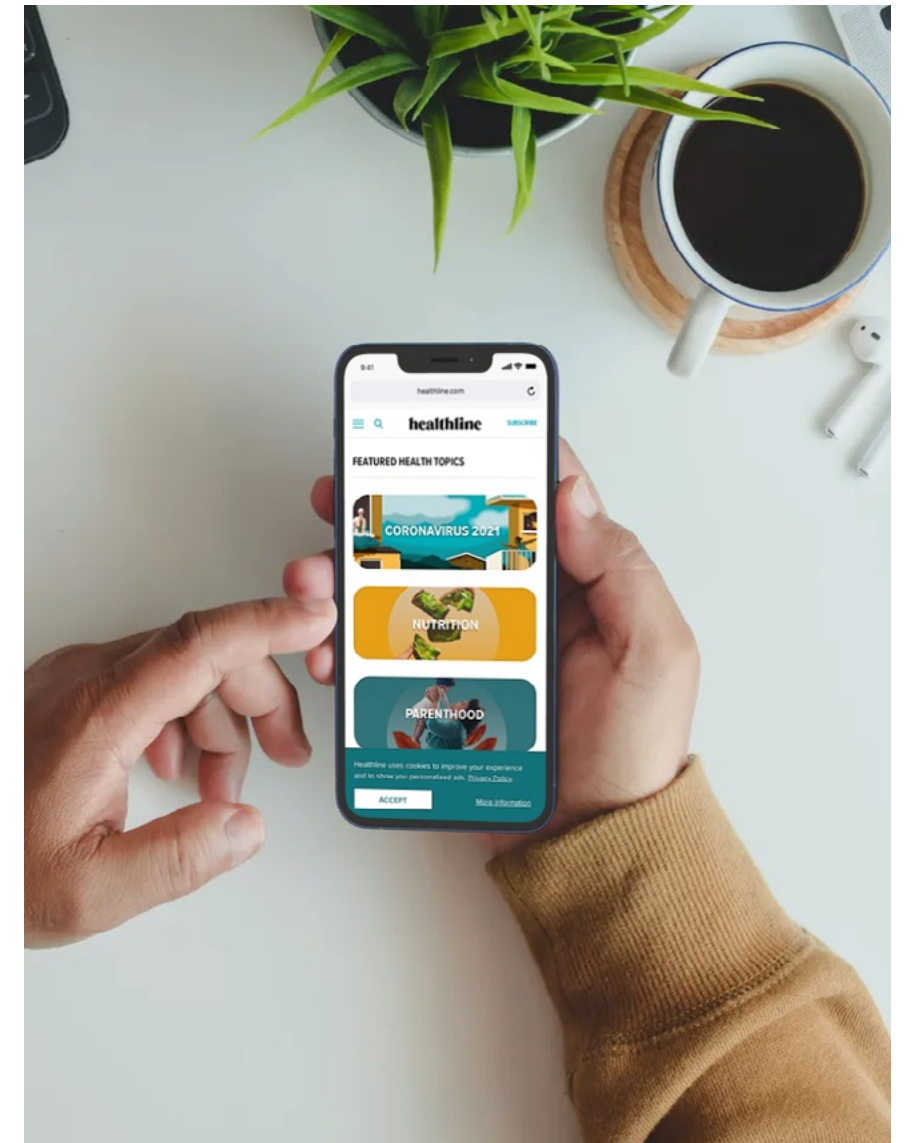

Background

Adblock revenue recovery company Blockthrough helps publishers reclaim the advertising revenue lost to ad blocking by delivering a lighter, non-intrusive ad experience to over 200 million users who filter ads. Its goal is to enable media companies and independent publishers to recover the advertising revenue they are losing due to ad blocking in a way that balances commercial profit with user expectations.

Insights

As more publishers search for ways to recover lost ad revenue, Blockthrough is developing solutions by activating their existing ad-filtering audience with light, non-intrusive ads. This technology is helping brands such as CNN, Buzzfeed, Vox and Vice find the right balance between revenue and user experience, building a better, more open web.

© Blockthrough 2021

Best Native Advertising Platform | AdAdapted

Background

Mobile ad platform AdAdapted's offerings are tailor-built for CPG brands, agencies and retailers. They offer a strategic approach to aligning CPG products with category-relevant consumers and creating a data-driven connection based on prior engagement and list-building activity. Working with Hydrant, the brand implemented one-click add-to-list technology to help place the hydration package provider in front of consumers with native, non-disruptive ads at the exact moment of decision-making, efficiently targeting consumers and getting products on digital shopping lists.

Insights

AdAdapted's features helped Hydrant better understand which shoppers would be most receptive to the campaign's message, intercepting them in planning mode or in-store before they made purchases. By leveraging AdAdapted's add-to-list technology, Hydrant could get on mobile grocery lists and exceed its add-to-list goal by 11.5%. In addition, it drove over $50,000 in cart value using features that helped add promoted items directly to online retailer carts.

Best Partner Clean Room

Epsilon – Epsilon PeopleCloud Prospect

EPSILON ®

Background

Global advertising and marketing technology company Epsilon uses its data clean room technology and identity graph to help brands, agencies and publishers reach customers across all online channels. It assisted a pharmaceutical and biotechnology company in building brand profiles, revealing aspects of existing customers and leveraging health condition survey data, testing and modeling these audiences with clean room technologies.

Insights

With Epsilon's clean room, the pharmaceutical and biotechnology company discovered new segments and identified lookalike audiences, enabling them to launch new line extensions, shift from seasonal paid media campaigns to evergreen and accelerate growth across its brand portfolio. The solutions helped the client exceed global and local goals portfolio-wide, seeing a 60% increase in brand recall via native targeting, experiencing a 32% uptick in video completion rate and a 22% return on ad spend.

Best Personalization and A/B Testing Platform
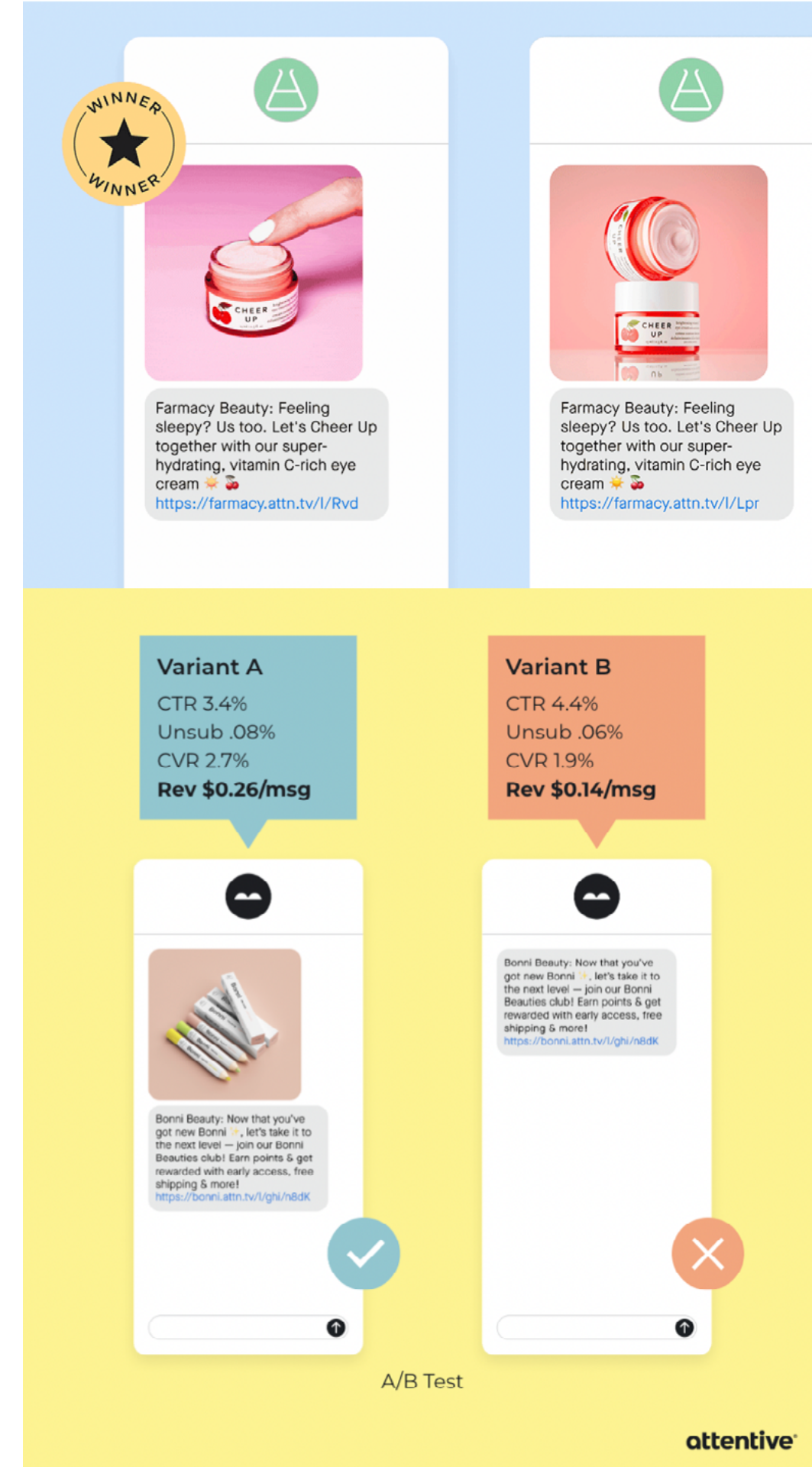
Attentive

attentive®

Background

Attentive, a conversational commerce company, is helping brands address issues relating to personalization by helping brands humanize the consumer experience via SMS. Farmacy Beauty, a skincare brand, worked with the company to leverage segmentation tools and A/B testing capabilities, seeking to learn as much as possible about their audience and understand the best-received content for their subscribers.

Insights

As Farmacy Beauty planned for Black Friday and Cyber Monday, it encouraged email subscribers to opt into text messages before the holidays with a dedicated landing page on the website. It also leveraged Attentive's technology by adding discount codes to browse and cart abandonment reminders to convert subscribers who were interested in products but hadn't clicked "buy." These programs helped Farmacy Beauty gain over 2,700 SMS subscribers just that week.

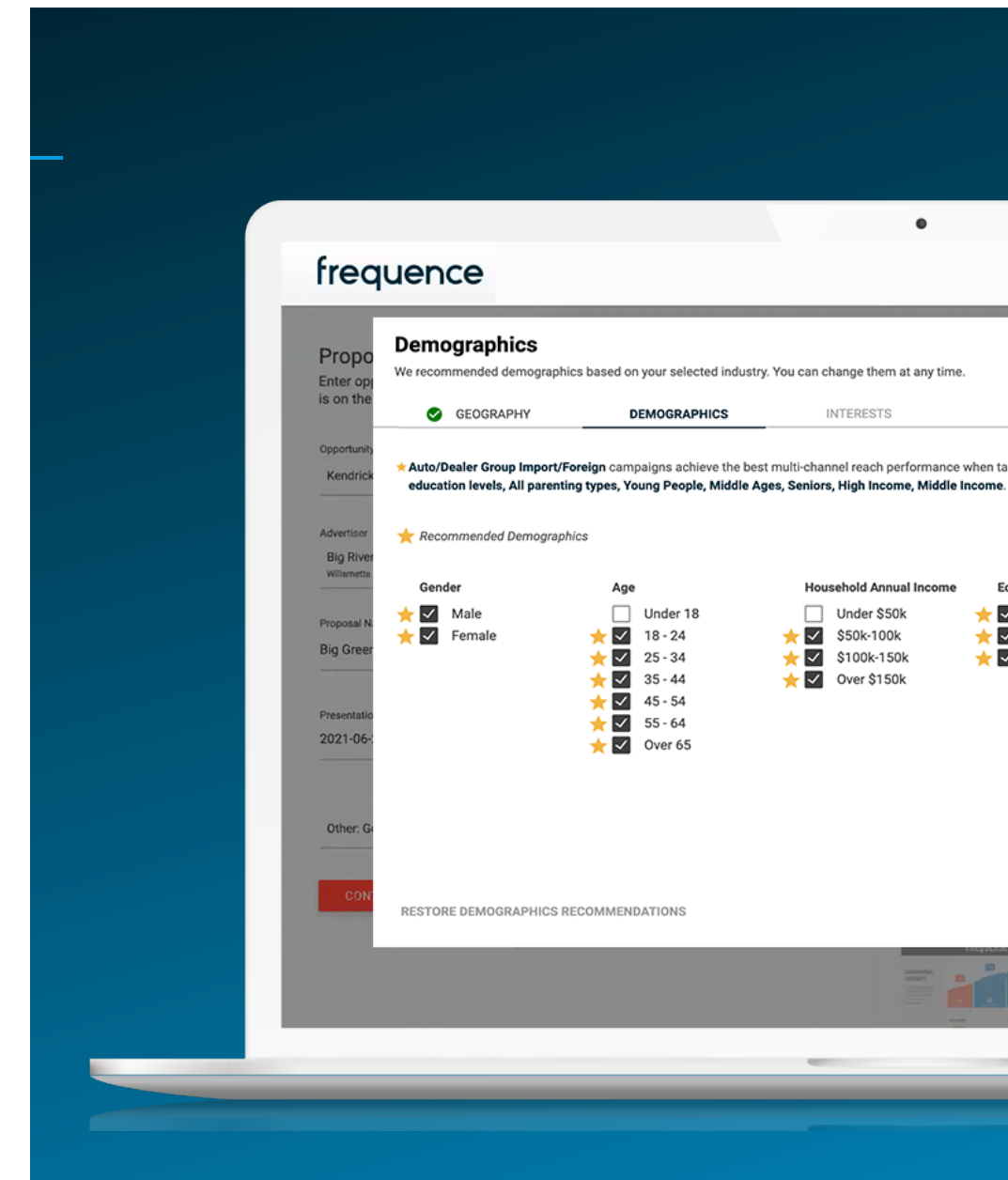# Best Sales Automation Tools & Platform

Frequence

frequence

Background

Frequence, a software provider for media companies helping them automate and grow their local advertising, worked with artificial intelligence company SmartProposal to better manage and optimize its clients' omnichannel campaigns. The brand used Frequence's platform to create personalized, multi-channel media proposals with campaign insights.

Insights

Frequence's solutions helped SmartProposal bring advanced forecasting and interactive analytics into its client's media campaign. The client increased its close rate and significantly boosted the size of those deals by 20% on average. In addition, the company tripled its omnichannel revenue, empowering its team to pitch its tactics confidently, knowing their proposals provided the maximum reach based on industry-specific data.

Best Sell-Side Programmatic Platform

Publica LLC

Background

Connected TV ad platform Publica provides solutions for publishers to maximize their revenue across their CTV inventory through critical solutions, including unified auctions, audience management and server-side ad insertion. The brand serves over 5 billion ads on CTV every month, delivering quality ad experiences for Samsung, MLB, Paramount, Crunchyroll, E. W. Scripps, Fox, IGN, Philo, XUMO, and more.

Insights

Working with Publica, CTV ad company Elea was able to help publishers create more advanced CTV ad breaks, run a unified auction and provide the data they needed to grow their streaming advertising revenues in a controlled and transparent way. Elea AI system paired with Publica's technology to ensure client's deduplication and frequency capping algorithms perform at the highest level.

The Connected TV Advertising

Best Sell-Side Programmatic Platform

Unruly

UNRULY
A **TREMOR INTERNATIONAL** COMPANY

Background

Ad tech solution company Unruly provides the tools, technology and expertise publishers need to meet unique needs across screens. It helps drive incremental demand through the Tremor Video DSP in Tremor International's end-to-end platform, and Unruly sales channels provide TV-like ad delivery in CTV/OTT environments.

Insights

Internet television company Philo worked with Unruly to give its publishers the tools to maximize the value of their inventory and deliver better ad experiences to their consumers. After adopting Unruly's self-service platform, Philo could package, price and sell its inventory through PMP deals, driving an average 250% boost in win/use rate compared to other partners.

Best Sign-On Technology | LastPass

Background

LastPass helps businesses and individuals prevent hacks and breaches due to poor password practices, allowing them to generate, secure and share credentials seamlessly. It also provides insights and control to IT admins with the most comprehensive and actionable admin console to help keep businesses safe from credential-led cyberattacks.

Insights

LastPass improves security by reducing required credentials via simplified access with single sign-on (SSO), passwordless and multi-factor authentication to cloud and legacy apps, VPNs, and workstations. It offers superior control for IT departments for more than 100,000 business accounts and 33 million customers worldwide, alleviating costs of up to $16.2 million for a business each year.

Best Social Analytics Platform | Khoros

Khoros®

Background

Customer engagement platform Khoros enables global enterprise brands to create human connections with customers across every digital interaction — messaging, chat, online brand communities, social media and more. Its platform empowers brands to understand their customers' needs and desires, resolve customer conflicts quickly, and ultimately see an improved ROI.

Insights

HR services company Randstad worked with Khoros to reach new audiences via TikTok strategies. After partnering with Khoros, the brand saw a positive increase in content and campaign performance by having more metrics accessible dashboards with business context across TikTok and other social channels.

Best Social Marketing Platform | Tiger Pistol

TIGER PISTOL

WELCOME

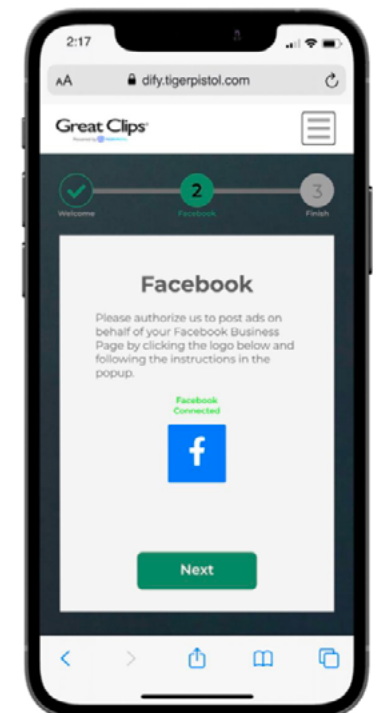CONNECT

SELECT CAM

Background

Collaborative advertising platform Tiger Pistol helps make social advertising scalable for clients, removing the barriers to customer acquisition, sales growth and partner loyalty. It utilizes automation to unite enterprise brands and agencies with their partners to acquire and engage new customers within their local communities.
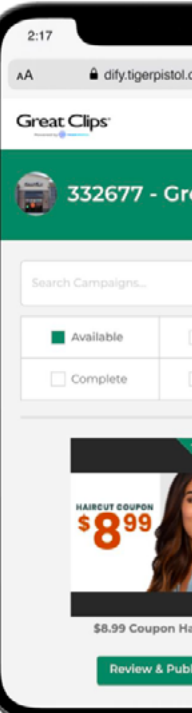
Insights

American hair salon franchise Great Clips used Tiger Pistol's platform to streamline its funding process with advanced user management capabilities, roles and permissions that identified individual franchisee ownership models. This helps the brand empower its franchisees with advanced, on-brand social advertising technology.

Best Subscription Platform | Subtext

Background

Texting platform Subtext helps more than 600 journalists and media companies monetize their followings and engage in meaningful, direct conversions with their fans. Its high-touch platform enables clients to drive substantial engagement and revenue outside social channels.

Insights

The New York Post sought out Subtext's platform to help it improve its subscribers' online experience. By leveraging the platform, the paper gave this group access to their favorite reporters, adding a desired member benefit. Subtext helped New York Post writers drive engagement and strengthen relationships with over 2,000 subscribers, with over 41% of subscribers opting into two or more campaigns.

Best Sustainable Ad Tech Platform

Sharethrough + Scope 3

![sharethrough]

Background

Sharethrough, an omnichannel supply-side platform, helps build a sustainable advertising environment for journalists, content creators and app developers. Its platform connects publishers and advertisers with technology innovation supporting all ad formats, devices and user experiences.

Insights

Partnering with supply-chain-emissions-measurement company Scope3, Sharethrough helped many clients reduce their carbon footprint. By measuring the carbon emissions caused by running ads through programmatic supply chains, the brands can allocate part of the media cost toward carbon removal projects which equates to the exact cost of carbon emitted.

Best Video Ad Server | Innovid

INNOVID

Background

Online advertising company Innovid powers advertising delivery, personalization, measurement and outcomes across linear, CTV and digital for some of the world's largest brands. Through cross-platform ad serving and data-driven creative, the brand offers clients always-on intelligence to optimize advertising investment across channels, platforms, screens, and devices.

Insights

Food company Mondelēz used Innovid's platform to drive awareness and sales for its brand TANG over Ramadan. Using an omnichannel dynamic messaging strategy that targeted five recipes to five different affinities, Mondelēz increased viewability by 72.1% and learned how effective it was to apply a flexible but consistent ad framework across versions to save time in production and cut down on the number of revisions.

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