



DIGIDAY
TECHNOLOGY
AWARDS

Entry Kit **2023**

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, Twitch and Sharethrough.



2023

Deadlines & Entry Fees

EARLY DEADLINE	March 30, 2023	\$499 per entry
REGULAR DEADLINE	May 12, 2023	\$599 per entry
LAST CHANCE DEADLINE	June 23, 2023	\$729 per entry



Best AI Tool | NEW

Awarding the artificial intelligence tool that most efficiently helps users accomplish business objectives.

Best Esports/Gaming Ad Technology | NEW

Awarding the technology that is best enhancing advertising in the esports/ gaming industry.

Best Podcast Platform | NEW

Awarding the podcast platform that most effectively manages the publishing and monetization of podcasts.

Founder of the Year | NEW

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

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 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.

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.



Best Data Lead

Awarding the best data strategist leading a team at a company.

Best Data Management Platform

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

Best Data Team

Awarding the best group of data professionals at a company.

Best E-Commerce Technology

Awarding the technology best 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.

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

Best Measurement Solution

Awarding the measurement provider that most effectively provides solutions for advertisers.

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.

Best Native Advertising Platform

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

Best Partner Clean Room

Awarding the best facilitation of data sharing between a brand and a publisher.

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 manual effort.

Best Sell-Side Programmatic Platform

Awarding the leading sell-side platform for programmatic advertising.

Best Social Marketing Platform

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

Best Subscription Platform

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

Best Sustainable Ad Tech Platform

Awarding the ad tech platform that has most effectively minimized the environmental impact of online advertising.

Best Video Ad Server

Awarding the leading ad-serving solution for video.

Best Video Management Platform

Awarding the platform – including but not limited to TV, streaming, or digital – that most efficiently manages and displays video content.



2023

ENTRY TIPS





— **Begin with favorable odds.**

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

— **Tell a compelling story.**

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

— **Tie your results back to your campaign objectives. It takes a village.**

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

— **Keep your copy short and sweet.**

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

— **Paint a complete picture.**

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

— **It takes a village.**

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.



SUBMISSION





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 March 2022 to June 2023.

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.



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