



DIGIDAY
TECHNOLOGY
AWARDS



In a rapidly evolving digital landscape, this year's Digiday Technology Awards winners have exemplified the power of innovation and data-driven strategies. From revolutionizing affiliate marketing with resilient campaigns to breaking language barriers through AI and unlocking the true impact of advertising with data attribution to reshaping content management with AI-driven platforms, these trends highlight the industry's cutting-edge capabilities.

Furthermore, focusing on user privacy, ethical targeting, and harnessing first-party data underscores the commitment to responsible advertising. Combating ad fraud with surgical

precision, enhancing event experiences through omnichannel solutions, and empowering consumers with unbiased product recommendations also mark significant industry strides.

Meanwhile, revolutionizing in-store digital media, expanding influencer marketing efficiency, and harnessing the power of location data are redefining marketing approaches.

These trends underscore the transformative power of technology and data in today's marketing landscape. Explore all the winners in this guide; learn more about what their work can teach and offer marketers, advertisers and technology providers alike.

Best Affiliate Marketing Platform

Hilton + Rakuten Advertising

Background

Rakuten Advertising, a pioneer in affiliate marketing solutions, partnered with Hilton, a renowned global hospitality brand, to execute a groundbreaking marketing campaign. Amid the challenges of the pandemic, Hilton's affiliate marketing channel remained resilient, outperforming the travel industry by double-digit percentage points in 2020. Collaboratively, Rakuten and Hilton set ambitious goals, including growth in affiliate revenue, increased efficiency despite budget constraints, and accelerated growth in specific markets and stay types. The collaboration resulted in a remarkable increase in overall program revenue, exceeding occupancy targets and establishing the affiliate channel as Hilton's top growth driver.

Insights

By incorporating the power of real-time data and adaptive decision-making, Rakuten Advertising succeeded with Hilton by continuously tracking and analyzing performance metrics. The campaign was able to adjust strategies on the fly, optimize budget allocation and dynamically tailor offerings to changing market conditions. The Rakuten-Hilton partnership highlighted how a committed team putting data to work drove exceptional results and fostered a resilient path to profitability.

Hilton

Rakuten
Advertising

New
Best AI Tool

Papercup



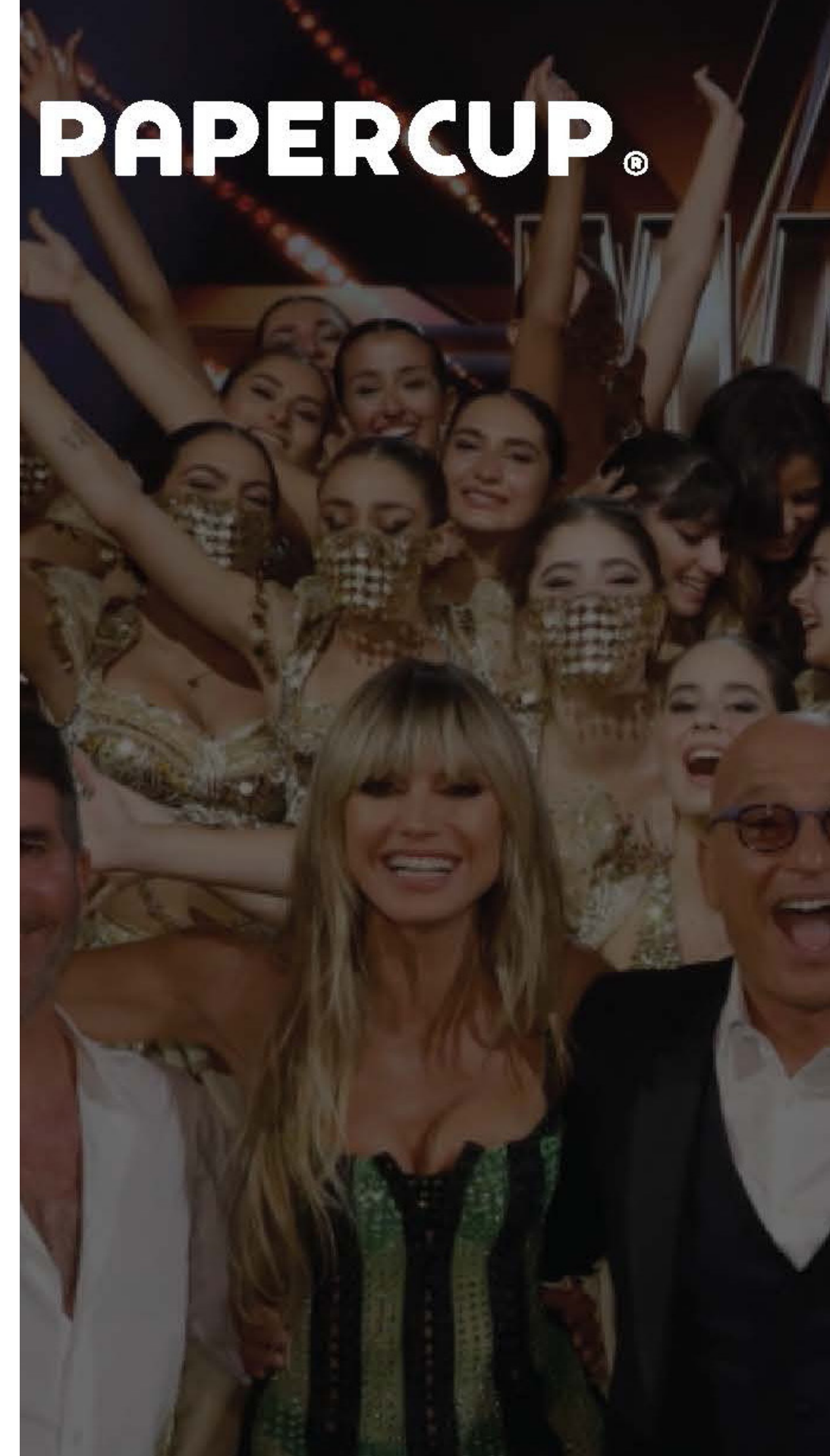
Background

Seeking to broaden its reach, Fremantle, a powerhouse in film and entertainment content creation, partnered with an innovative AI dubbing platform, Papercup, to unlock the potential of its talent franchise on YouTube. Previously confined to English, this franchise includes iconic shows like 'Idols,' 'Got Talent' and 'The X Factor.' Papercup harnessed advanced machine learning and professional translators to seamlessly dub content into Spanish and Arabic, transforming audience engagement and revenue prospects.

Insights

By leveraging AI-driven dubbing solutions to expand content reach and engagement rapidly, brands can break language barriers and access new markets with minimal resource allocation. The Fremantle-Papercup collaboration demonstrated the power of AI in efficiently creating multilingual content, opening avenues for global growth without traditional dubbing constraints. Embracing AI accelerated content localization and paved the way for untapped revenue streams, effectively reshaping international content distribution for Fremantle.

PAPERCUP®



Best Attribution Tool

Measured



Background

Measured's Incrementality Platform empowers consumer brands with a comprehensive suite of tools, including cross-channel attribution dashboards and innovative incremental lift tests. A prime example, a partnership with Honeylove, a leading shapewear brand, showcased how Measured's solution was employed to validate the effectiveness of Pinterest advertising. The goal was clear: to unveil the influence of Pinterest campaigns on sales, rectify inaccuracies and reshape advertising strategies while maintaining ROI objectives.

Insights

Harnessing the power of incremental lift tests to unlock hidden value in advertising, Measured's approach, demonstrated by Honeylove's success, revealed the genuine impact of campaigns beyond surface-level metrics. This method, focusing on causation rather than correlation, provided nuanced insights into the effectiveness of advertising channels. Marketers can leverage this tactic to identify high-value platforms, reallocate budgets confidently and optimize campaign strategies for tangible business growth. The key takeaway: Data-driven attribution validates strategies and uncovers untapped opportunities for enhanced ROI.

Best Buy-Side Programmatic Platform

AdTheorent



Background

AdTheorent, renowned for its advanced machine learning technology and privacy-forward solutions, achieved marketing excellence with Neiman Marcus, a leading luxury retailer. Facing the complexities of a competitive e-commerce landscape, Neiman Marcus collaborated with AdTheorent to enhance online sales and customer engagement. AdTheorent's predictive targeting, powered by machine learning and its multi-channel approach, aimed to drive qualified site traffic and boost sales for the luxury brand.

Insights

The Neiman Marcus-AdTheorent partnership demonstrated the potential to integrate multiple ad formats for superior outcomes and optimize results with cross-channel synergy. Employing a combined strategy of video/CTV and display/rich media ads led to an impressive 393.29% higher conversion rate compared to a single-format exposure. When crafting campaigns, consider utilizing diverse ad formats to maximize audience engagement and conversions. This tactic leverages the strengths of each format to create a holistic, high-impact advertising ecosystem.

Best Content Management System

eMagazines

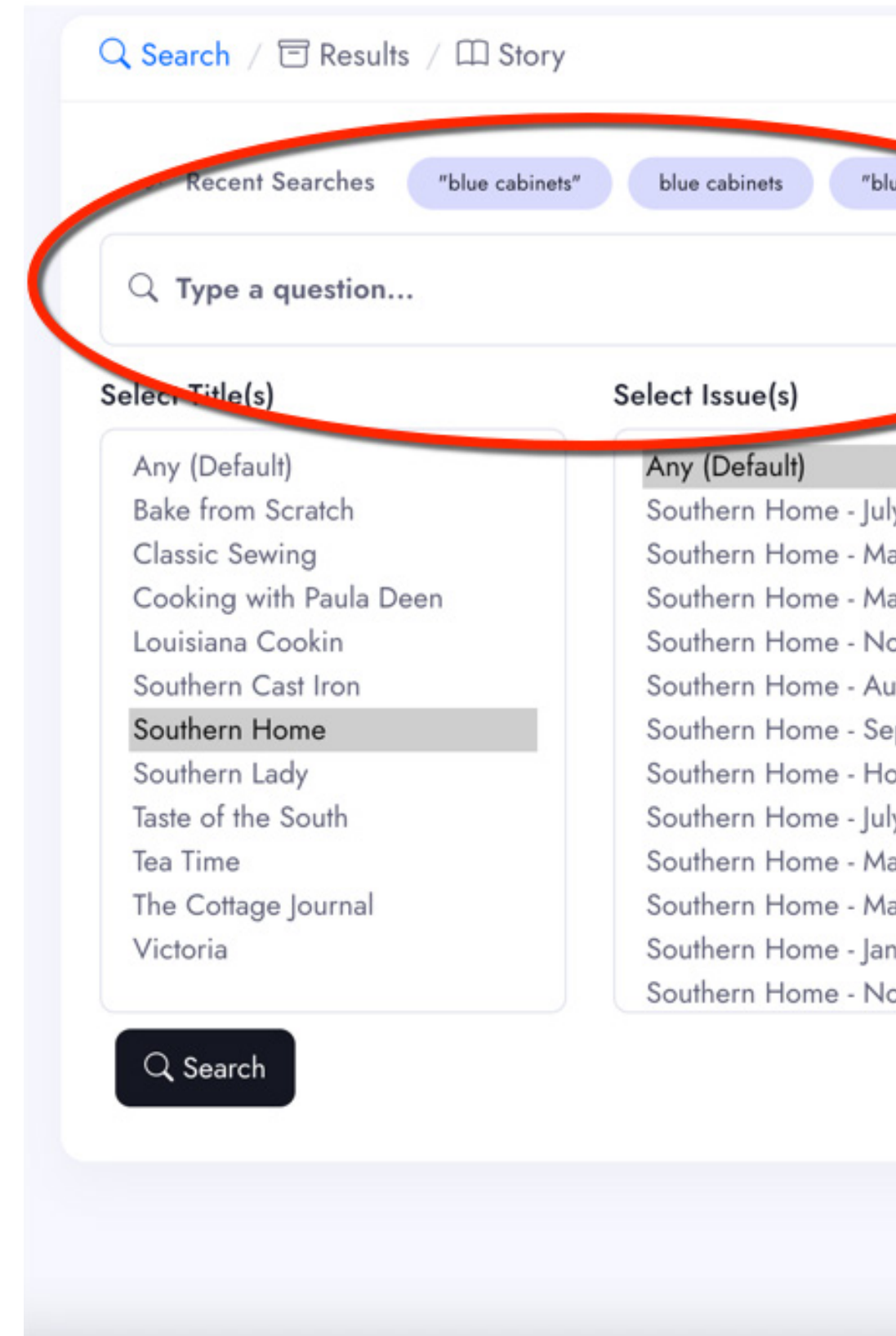
eMagazines

Background

eMagazines, an industry leader in digital content solutions, put its innovative platform, StoryFinder CMS, to work in simplifying content exploration and repurposing for publishers. By leveraging unstructured data with the help of large language models (LLMs), it turns publishers' archives into easily discoverable and monetizable resources. This transformational tool enhances user experience, unlocks renewed traffic and fosters collaboration while empowering publishers like Hoffman Media to reclaim and re-monetize their rich content repositories.

Insights

Leveraging AI-powered tools to unearth untapped content value, eMagazines' StoryFinder showcased the potential of LLMs in content management. By enabling quick searches, content summaries and data-driven repurposing, publishers can rejuvenate old content for new audiences. The key takeaway: integrate AI solutions to revitalize archived content, uncover new revenue streams and maximize the value of content investments. This approach breathed new life into existing resources for Hoffman Media, creating a win-win for publishers and their audiences.



Best Content Marketing Platform

Nativo



Background

Nativo is championing reader-friendly, native monetization alternatives to intrusive displays. With a unique ad server tailored for content, Nativo enables advertisers to share stories seamlessly within premium publisher realms. Their AI-powered technology automates branded content distribution and bridges awareness and action through storytelling. Leveraging AI-driven platforms to optimize campaigns in real time, tapping into content intelligence for insights, Nativo's technology seamlessly merged product features across 2,000 premium publisher properties for Team One and Lexus with captivating content around its IS 500 vehicle.

Insights

Crafting impactful campaigns through strategic content integration, Nativo's recent success with Team One + Lexus underscored the power of seamless content incorporation. The lesson: Engaging narratives within trusted environments drive views and genuine connections that translate into elevated engagement and conversions.

Best Cookieless Identification Technology

Perion

Perion

Background

Perion, an ad tech innovator, faced the impending challenge of cookie deprecation. In response, they engineered SORT, a privacy-first advertising targeting technology. With Mercedes Benz USA (MBUSA), Perion aimed to promote MBUSA's 2022 Certified pre-owned sales event using a data-efficient, trust-focused approach. The campaign, relying on zero PII, aimed to educate and engage users, showcasing CPO vehicle benefits while emphasizing privacy.

Insights

Prioritizing privacy with user-centric advertising, Perion's SORT achieved remarkable success, shattering industry benchmarks. By replacing cookies with behavior-based models and a visible "SORT Seal," the campaign delivered a 58% CTR lift over contextual targeting. The key takeaway is clear: In the era of data privacy, foregrounding user trust and anonymized, ethical targeting can yield extraordinary results, outperforming conventional methods while safeguarding user privacy.



Background

Plan B and C, specialists in guiding executives and investors towards business ownership, needed a streamlined approach to manage client relationships and sales pipelines effectively. Act! provided Plan B and C with a transformative CRM and marketing automation solution., an integrated CRM that connected to their tech stack and empowered them to centralize client data, streamline communication and perform targeted outreach to potential candidates. Plan B and C now handles multiple clients concurrently with the help of Act!'s personalized email marketing campaigns and enhanced operational efficiency.

Insights

The critical lesson is to leverage CRM solutions that centralize data, streamline processes and enable personalized communication. This enables businesses to nurture client relationships effectively and engage prospects strategically, all while optimizing resources. As seen in this case, a well-integrated CRM can drive operational excellence and facilitate growth, making it a crucial asset in any business strategy.

Best Customer Data Platform

Decile



Background

Decile, a customer data and analytics platform, empowers brands to harness their first-party data profitably. By simplifying the process of transforming data into actionable insights, Decile helps brands identify high-value customers, optimize product strategies, personalize marketing, analyze business health and increase customer lifetime value (LTV). Decile's integrated platform serves as a modern customer data platform (CDP), marketing insights tool, persona generator and product analytics solution. Their customer success team collaborates closely with clients to extract powerful data-driven insights and drive growth.

Insights

Decile's success stories underscore the transformative potential of data-driven decision-making. By identifying high-value personas and optimizing product strategies, brands can boost revenue, increase LTV and enhance customer retention. The critical takeaway is to invest in a holistic customer data and analytics platform that consolidates data and facilitates actionable insights. This approach enables businesses to make informed, customer-centric decisions that drive sustainable growth and profitability.

Best Data Lead

Will Sach, director of data strategy, News UK

News UK

Profile

News UK, a prominent multi-platform media owner, boasts extensive first-party data connections with over 40 million consumers every month across various media channels, including The Sun, The Times and News Broadcasting brands. Leading News UK's Nucleus program team, Will Sach manages a vast, rapidly evolving data asset. His role involves addressing new data challenges, elevating customer service and uncovering fresh commercial opportunities.

Impact

Leveraging AI-powered personalization, Sach's team doubled programmatic revenues and increased article clicks by 40%. By reconstructing the ID infrastructure under Sach's leadership, News UK saved £1 million in costs while enhancing ID data persistence and resolution. These efforts led to a 55% growth in addressable consumers for The Sun. The implementation of data marts further accelerated customer analytics by up to 40%, demonstrating a clear link between consumer experience enhancement and commercial success.

Best Data Management Platform

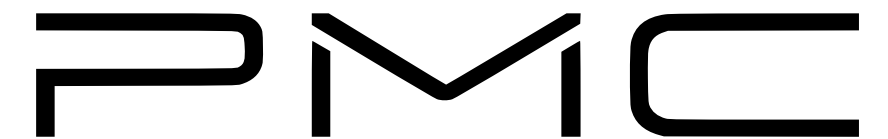
Permutive

Background

Facing the challenges posed by user data barriers, opt-outs and the decline of third-party cookies, Permutive empowers publishers to build direct-sold businesses that monetize 100% of their audiences while fostering lasting advertiser relationships. For example, while respecting data choices, Penske Media Corporation (PMC) sought to monetize its entire audience, even those who blocked cookies or opted out. PMC collaborated with Permutive to develop a first-party data platform, ATLAS Data Studio, focusing on contextual, behavioral, proprietary, and enriched data sources. By focusing on audience segments and leveraging first-party data, PMC achieved impressive results, including a 46% increase in revenue from first-party data and a 5X increase in performance (CTR) for campaigns using first-party data.

Insights

Permutive offers a solution to address the dwindling addressability in digital advertising, standing at just 30%. The success of PMC's partnership with Permutive reveals that publishers can thrive in the era of data privacy by harnessing first-party data and implementing tactics such as audience cards for presale analytics to gain a holistic view of their target audience post-campaign. This showcases the power of first-party data in building successful advertising strategies.



Best Data Team

New York Times Advertising

The New York Times **ADVERTISING**

Profile

The Audience Strategy team at New York Times Advertising serves as a vital data conduit, collaborating across various departments, including data/insights, strategy and sales. They specialize in custom research, providing critical audience insights for advertising revenue growth. With an impressive turnaround time of 24–48 hours, they often handle 33 custom requests in a given week, offering valuable intel on audience size, composition, behavior, interests and newsroom alignment.

Impact

Known as the “RFP Tree Shakers,” this team’s approach has become instrumental in connecting brands with The New York Times’ coveted audience. They’ve armed various groups with insights, such as the ‘Key Opinion Formers/Influence Playbook’ for tech and public policy brands, resulting in revenue with Amazon and Meta. Their ‘Gen Z & The Times’ report has enabled engagement with 40 million Gen Z readers, benefiting clients like Spotify, Unilever, Google and more. Their expansive involvement in NYTA projects has led to seamless insights, improved client service and millions in business. Their impact underscores the importance of data-driven audience strategies.

Best E-Commerce Technology

LivePerson + Virgin Media



Background

Since inventing webchat for brands 25 years ago, LivePerson has been at the forefront of evolving customer engagement, helping brands of all kinds make AI the digital front door – their first point of contact with customers – setting the tone for their entire relationship. To help Virgin Media meet its goals to upgrade the U.K. with mobile technology, it implemented LivePerson's Conversational Cloud to increase conversion rates and sales and to fulfill the mission of helping people make better connections. The partnership evolved the customer experience with more channels, better automation and convenience, leading to remarkable results. Virgin Media's sales increased via this channel by 20% while maintaining a customer satisfaction score of 86% and reducing CPA by 29% for the lowest CPA across the business.

Insights

The partnership between LivePerson and Virgin Media achieved such strong results by first moving to actual asynchronous digital conversations on the Conversational Cloud, allowing conversations to persist over time and be dropped or picked up at the customer's convenience. LivePerson and Virgin Media also created a true omnichannel, multimodal solution across web messaging, SMS, WhatsApp and Google's Business Messages, bringing consistency to the customer engagement model.



VIRGIN MEDIA

How automation became central to Virgin Media's Customer Engagement strategy

New
**Best Esports/Gaming
Ad Technology**

TrafficGuard



Background

TrafficGuard, a full-funnel measurement, verification and fraud prevention solution for i-gaming (online betting) companies, provides an in-depth and comprehensive analysis of its customers' advertising traffic and precise and real-time fraud protection using sophisticated machine learning. Invalid traffic (IVT) often plagues its customers, causing wasted ad spend, compromised campaign data and misplaced resource investment. To eliminate this, TrafficGuard uses about 200 indicators of fraud to surgically remove instances of IVT while protecting valid traffic volumes to guard the entire digital advertising ecosystem.

Insights

William Hill partnered with TrafficGuard to protect its paid search campaigns from the bots it had faced so that its budget could be directed toward real users engaging with content. This partnership resulted in ROI 4.5 times what it would be without ad fraud protection. IVT decreased by 80% in the U.K. and internationally, saving the company 18.6% of its Google Ads budget. The fully automated service saved time and budget, streamlining and enhancing campaigns for William Hill – and making the company a profit that far exceeded its expectations.

Best Event Platform

Kaltura



Background

Kaltura is a leading company within the events technology industry, supporting hybrid and virtual events. Kaltura Events specifically helps create, manage and track an entire event portfolio in one place by offering extraordinary branded and engaging experiences and a platform built for enterprise performance and security. Customers using Kaltura's event platform, built-in engagement features, first-party granular and real-time analytics report higher attendance and engagement rates. Additionally, using Kaltura's API-first approach and numerous integrations, the company has assisted in creating an effective qualified leads funnel that leads directly to marketing automation and campaign management systems.

Insights

Kaltura worked with Monday.com to provide the right platform and drive better engagement during its Elevate event. The event was broadcast live across several countries in English, and international participants were supplied with subtitles for every session, providing a key factor in engagement. Public chats across the entire event generated increased interactions and engagement. Monday.com hosted Master Classes with chat and session moderators for questions and help from experts. These tools resulted in 97,000 registrants globally.

Best In-Store Technology

Consumer Reports

CR Recommended Mark in Stores



Background

Consumer Reports has been testing products for 87 years, from cars to refrigerators, in its state-of-the-art labs and 327-acre auto test center. To help shoppers learn why CR recommends a product, the company licensed the CR-recommended (CRR) mark for shoppers to scan in-store or click online and see the work of its scientists, engineers and researchers. The CRR mark aims to help consumers make informed decisions based on objective, unbiased data in a world full of paid influencers and fake reviews.

Insights

CR received an 82% satisfaction rate from those who scanned or clicked the CRR mark. The mark can be found throughout auto dealerships, the media and places such as Amazon and Home Depot. The CRR mark meets people where they are to help them make smart purchases, aims to incentivize manufacturers to create safe, high-quality products and increases CR's brand awareness by showcasing its longstanding work to inform and advocate for consumers.



Best In-Store Technology

Cooler Screens



Background

Cooler Screens is the leading software technology company powering in-store digital media and merchandising for retail, transforming retail surfaces into digital IoT smart screens that deliver in-store retail media and merchandising for the ultimate consumer experience. As Kraft Heinz stretched its creative ambition and produced award-winning campaigns, the company partnered with Cooler Screens to expand its campaigns. The partnership resulted in in-store brand experiences with the innovative 'Art of the Burger' campaign, featuring the famous Heinz condiment products and their 'That's La Dolce Velveeta' campaign.

Insights

The Heinz condiment campaign, which ran across the Cooler Screens network during the summer grilling season, featured visual artistry comparable to what would be seen in a museum. Meanwhile, the Velveeta campaign featured multiple creatives tailored to relevant, timely cultural moments, from the Olympics to March Madness and the Oscars. It leveraged the flexibility of Cooler Screens' ability to swap out and deliver contextually relevant media in near real-time. As consumers approached the smart screen, they were met with vibrant brand creative to capture their attention and drive awareness and consideration of the Heinz family of condiments and Velveeta products.

Best Influencer Marketing Program

Brandwatch + Insta360

Background

As the world's premier social suite, Brandwatch offers a complementary suite of specialized, best-in-class products and services that support intelligently connected workflows, empowering over 5,000 of the world's most admired companies to understand and engage with customers at the speed of social. Companies typically spend hours reporting, researching and building teams to focus on influencer marketing. On top of this, they manually track campaigns, write reports and conduct research while easily losing track of projects and relationships for each campaign. To solve these issues and help brands and agencies work with accredited influencers who are suitable for their business goals, Brandwatch created Influence.

Insights

Insta360 used Brandwatch to track a campaign created around several viral videos featuring people holding Insta360 cameras in their mouths. Insta360 capitalized on the trend and used Brandwatch Influence to track real-time results. The campaign was a massive success with 680 million views – earning the company a nomination for a YouTube Steamy Award. Before using Brandwatch, Insta360 spent hours manually pulling reports after a campaign launch, but with the Influence platform, they can pull all performance reports with a single click in about ten minutes.



Brandwatch

Best Location Data Platform

Reveal Mobile

REVEAL MOBILE™

Background

Reveal Mobile, a leader in location intelligence and geofencing solutions, collaborated with Offbeat, a digital media agency, for a transformative marketing campaign. Offbeat's social, streaming audio and video expertise converged with Reveal Mobile's VISIT Local platform, leading to a strategic paid social initiative on TikTok. Leveraging the power of geotargeting and foot traffic attribution, the campaign aimed to assess the impact of TikTok influencers in driving patrons to the restaurant's brick-and-mortar outlets.

Insights

Using Reveal Mobile's VISIT Local platform, Offbeat created and activated audiences composed of frequent visitors to the restaurant's locations. It augmented these retargeting audiences to maximize campaign impact with consumers who had visited competitive restaurants within the last 90 days. This combination allowed for a highly targeted ad buy on TikTok to drive repeat visits from current guests and new visits among guests who had visited the competition, effectively growing market share. By the end of the campaign, the location-based audiences Offbeat pulled from VISIT Local were 27% more likely to visit their client's restaurants during the campaign period than they were before the campaign.

Best Marketing Analytics Platform

Pecan



Background

Pecan's innovative low-code, automated predictive analytics platform revolutionized marketing strategies for mid-market and enterprise companies across diverse industries. The platform empowers marketing teams to improve results and make data-driven decisions, including generating KPI-focused predictions. These models accurately forecast customer behavior and marketing outcomes, enabling more informed decisions, enhanced ROI and improved long-term and short-term strategies. Pecan's solution resolved the challenges of outdated models and external dependencies, offering intuitive interfaces for predictions in marketing mix modeling, campaign management, optimization and customer retention.

Insights

Pecan worked with the second-largest U.S. company in its industry – with nearly 20 million customers and over \$1 billion in marketing spend – to build a marketing mix model to maximize marketing results. With this model, the company identified over \$100 million in overspending in national channels and over \$200 million in savings through reduction or reallocation, leading to improved results. Other customers used the Pecan platform to predict customer lifetime value, customer conversion, and cross-sell/upsell likelihood. Pecan empowers marketing teams to build and deploy data science models within weeks to impact business outcomes directly.

Best Marketing Analytics Platform

Ovative Group



Background

Ovative Group, renowned for its impactful marketing strategies, partnered with Coach to execute a transformative campaign targeting the influential Gen Z audience. With Ovative's proprietary marketing analytics platform (MAP), Coach aimed to foster brand equity by aligning its message with confidence and courage. The campaign hinged on enlisting the star power of Lil Nas X, emphasizing self-expression. Ovative's expertise was crucial in measuring the campaign's impact across vital metrics such as traffic, customer acquisition, revenue and engagement.

Insights

Coach's collaboration with Ovative captured Gen Z's attention and created brand equity for a multi-dimensional campaign that resonated deeply with the target audience. Using MAP – purpose-built for measuring enterprise marketing return, a holistic bottom-line profitability ROI metric for measuring marketing – Coach aligned messaging with the audience's values and interests. This allowed the brand to exceed awareness and revenue goals and predict \$2 million in future revenue, reinforcing the significance of understanding long-term impact and using analytics to refine strategies for sustained success.



Best Marketing Automation Platform

Clinch



Background

Clinch's omnichannel campaign activation platform, Flight Control, provides advanced ad serving, DCO and consumer intelligence. The platform empowers agency and brand stakeholders to quickly set up and run high-performing AI-driven personalization campaigns that are dynamically optimized through learnings from and across all channels in real time to make the best decisions across an entire campaign's footprint. Flight Control automates workflows, processes and production so advertisers can go to market faster. Advertisers can use the platform to scale and optimize campaigns across all channels with AI-driven optimization technology that efficiently targets and converts audiences.

Insights

Hyundai used Flight Control to inform and enrich its multi-tier advertising strategies by leveraging the custom dynamic ad templates and smart ad server, which autogenerated over 8,000 unique creative variants supercharged with data points and signals. This ensured the right creative was served across programmatic display, video and social environments, yielding the highest degree of personalization and delivering on Hyundai's awareness and conversion-based KPIs. Flight Control's real-time optimization strategy led to a remarkable 40% increase in conversions. By automating and optimizing campaign workflows, marketers can achieve faster speed-to-market while delivering compelling, data-driven experiences.

Best Measurement Solution

DISQO



Background

DISQO helps brands create more meaningful experiences through an accurate and authentic understanding of every customer, touchpoint and outcome. Millions of consumers power the company's insights through the opt-in platform. DISQO Outcomes Lift measures the full incremental impact of cross-platform advertising campaigns on marketing funnel outcomes to provide unique results about post-ad exposure, including search, website visits and e-commerce activity.

Insights

Advertisers can report on campaign effectiveness through Outcomes Lift without relying on siloed tech integrations using a uniform, person-based methodology across TV, CTV, social, mobile and digital. R&R Partners leveraged DISQO Outcomes Lift to evaluate the impact of LVCVA's digital campaigns spanning CTV/OTT, online video and display. With DISQO's 100% opt-in audience, they uncovered pivotal ad effectiveness insights. Notably, a 2-point intent-to-visit lift revealed a substantial 9.75-point increase in branded searches and a remarkable 17.47-point surge in branded site visits. These insights illuminated the campaign's success in driving real-world impact for R&R Partners' clients.

DISQO CASE STUDY

R&R PARTNERS

Vegas

Las Vegas tourism ad campaigns

Proving behavioral outcomes lift



Best Mobile Marketing Platform

Gamelight



Background

Gamelight's AI platform, a pioneering mobile marketing solution relying exclusively on AI algorithms and mechanics, made waves by redefining campaign optimization. The platform's autonomy, free from human intervention, quickly propelled it to become the dominant force in rewarded mobile marketing. A major U.S. game publisher partnered with Gamelight to promote a new game, aiming for 100,000 installs and robust ROI goals.

Insights

The campaign was successful, stemming from Gamelight's cutting-edge tactics. Its AI-driven algorithm unlocked 2x times higher ROI, with over 100% ROI on most days – outperforming other channels that take 3-6 months to achieve profitability for partners. Additionally, Gamelight's campaign achieved 4-5x higher average revenue per user and average revenue per paying user than other channels. The AI algorithm's efficiency reduced user acquisition managers' workload to two to three minutes on setup day. This pioneering blend of AI autonomy and strategic precision underscores how Gamelight's approach redefines how mobile marketing campaigns are handled.



Revolutionary AI Platform for Mobile Games Marketing 🚀

Gamelight's groundbreaking AI algorithm analyses vast amounts of data points to help mobile game publishers achieve maximum ROI and effectively acquire users on a large scale.



Data Utilization

- app usage data
- demographic data
- gaming history
- behavioural patterns



User Satisfaction

- longer player sessions
- engaged playtime
- enhanced gaming experience



ROAS Algorithm

- ROAS Optimizer
- ARPU Optimizer
- Retention Optimizer
- Playtime Optimizer

The impact of this revolutionary technology cannot be overstated. Partners experienced remarkable results:

- **ARPU & ARPPU:** x4.5 times higher than across other channels
- **ROAS:** Reaching D7 and D30 ROAS goals twice as fast
- **Retention & Engagement:** Boosting playtime and session length

Best Monetization Platform for Publishers

Playwire



Background

Playwire, a force in ad monetization, stands out by putting publishers first. Their revenue amplification management platform (RAMP) provides publishers with an entire ad tech stack in a single platform. With a portfolio encompassing over 700 properties and serving a staggering 70 billion impressions monthly, Playwire's success lies in its commitment to elevating publishers' monetization potential. RAMP utilizes machine learning and AI algorithms to maximize revenue and accelerate publishers' businesses by dynamically setting header bidding variables, price floors and refresh behavior. GTPlanet, one of its partners, reaped the benefits, witnessing a doubling of ad revenue upon joining Playwire's ranks.

Insights

Playwire's strategic tactics transformed GTPlanet's ad revenue landscape. The introduction of advanced yield analytics, a feature amalgamating GA4 and ad revenue data, marked a pivotal innovation. This integration enabled GTPlanet to dissect site performance in unprecedented ways, leading to refined template structures, revenue-boosting content identification and enhanced ROI comprehension of its freelance writers. Such data-driven insights, extending beyond traditional pageviews, ignited unexpected avenues for strategic growth. This approach, evidenced by GTPlanet's impressive 36% YoY growth, emphasizes the transformative potential of data-driven ad revenue optimization.

Best Native Advertising Platform

AdAdapted



Background

As grocery shoppers increasingly use their smartphones while at the store, AdAdapted's first-party data and marketing products are built to help brands and retailers reach and influence these customers. Its patented technology understands which shoppers will be most receptive to a brand's message and intercepts them during the mobile shopping list building and purchase-intent phase of their shopper journey – moving them down the funnel and driving sales. In early 2023, AdAdapted partnered with eGrowcery, a white-label, SaaS-based e-commerce solution for regional grocery retailers.

Insights

As a result of the integration, eGrowcery was able to provide retail customers with a zero-click shoppable media solution. By leveraging AdAdapted's patented shoppable technology, participating eGrowcery brands saw a 100% cart-transfer rate for in-stock products from off-property media. These results surpassed typical benchmarks and were up to 27 times higher than the rate seen through other solutions.

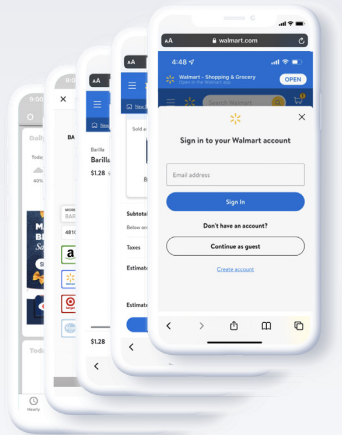
NEW PATENTED TECHNOLOGY

100% CART TRANSFER RATES

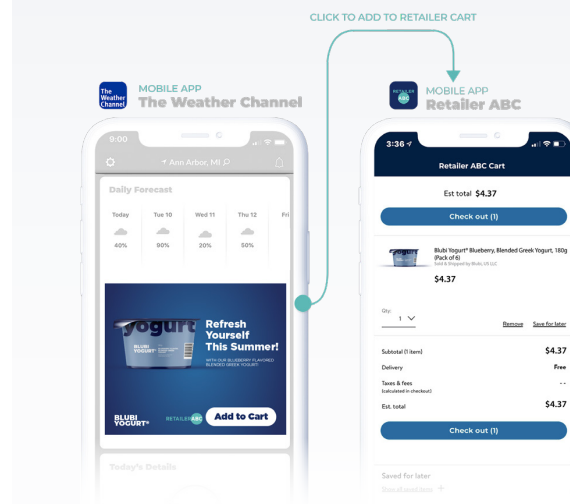
Zero-Click* Conversion Trial Shatters Industry Standard Cart Transfer Rates!

Current "shoppable" media still forces your customer to leave their desired experience, with up to five different clicks and logins. This experience sees a 30%-40% drop off in conversion for every additional step, leading to low cart transfer rates, sales, and ROAS.

AdAdapted has the Solution.



Stop...
With e...
the cus...
journey...
losing...
custom...



START OPTIMIZING TO THE NEW CTR

- Patented Process Provides Zero Click Conversion
- The Only Non Disruptive Customer Experience in Digital Media
- Make Every Website a Basket Building Shopping Cart



INSIDE THE NUMBERS

4 Week Campaign | Including 3 Targeting:

- Hyperlocal eCommerce shoppers
- In-store Shoppers

1.7% CLICK THRU RATE
11x Higher Than Industry Standard (Industry Standard: 0.15%)

100% CART TRANSFER RATE
Out of Stock Is Resulted in 17% Carts**

**When incorporating out of stock data, the cart transfer rate was 83% (16x higher than industry standard).

*What is Zero-Click Technology?

Better than one-click, zero-click keeps the customer in their desired experience while adding a promoted product directly to the consumer's shopping cart for purchase.

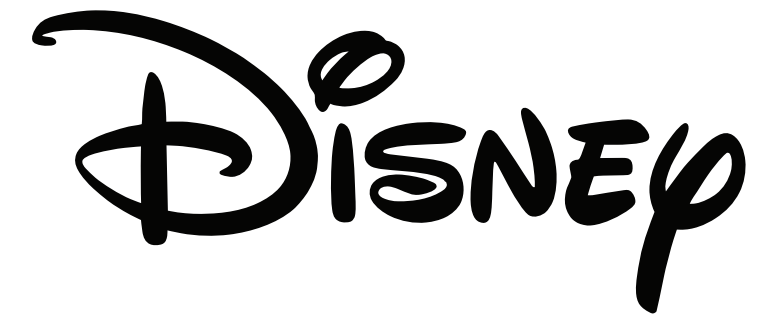


LET'S DISCUSS HOW WE CAN ELEVATE YOUR CARTING SUCCESS

ALISON O'KEEFE
aokeefe@adadapted.com

Best Partner Clean Room

Disney Advertising



Background

Disney Advertising's proprietary clean room solution offers general clean room capabilities to companies industries such as technology, consumer products, automotive and retail, among others. Using the clean room technology, the job listing website Indeed connected insights from its conversion data with Disney's exposure data in a privacy-focused way that allowed for novel campaigns and more accurate measurement of account creations.

Insights

Disney's new technology allowed for a substantial improvement in Indeed's efforts to measure the impact of its spend on online video channels. The activation and A/B testing results were extremely positive for Indeed across multiple campaigns. Indeed saw a significant lift in incremental conversions on the employer and jobseeker side. The clean room engagement was particularly valuable to Indeed because it allowed them to attribute new user conversions more granularly. Indeed was also able to leverage Disney Clean Room's pre-planning reports and identify additional Disney Select segments, the company's first-party data offering.

Best Personalization and A/B Testing Platform

MoEngage

The MoEngage logo is displayed in a large, bold, dark blue font. The word "moengage" is written in lowercase letters, with a distinctive circular cutout in the letter "o".

Background

Customer engagement platform MoEngage empowers brands to understand and engage their customers in a meaningful way with the help of AI-driven insights. As a trusted technology partner for more than 1,000 brands, such as Ally Financial, Nestle and T-Mobile, the platform helps marketers and product owners create cross-channel, uniquely personalized experiences that consumers love. To improve its customer loyalty and long-term user retention, digital entertainment studio JibJab partnered with MoEngage to deploy its hyper-personalized engagement strategy across channels.

Insights

With MoEngage's engagement and analytics tools, JibJab gained a holistic view of its customers' journey, allowing for easier user engagement with personalized content at the right moment. JibJab leveraged the platform's Intelligent Path Optimizer (IPO) for AI-based A/B testing, experimenting with multiple journeys to identify the optimal path of top performing channels and messaging. JibJab also employed MoEngage's Best Time to Send feature to identify customers' statistically optimized timing for message send and frequency based on previous activities to foster engagement.

Best Personalization and A/B Testing Platform

Clinch



Background

Technology company Clinch empowers advertisers to effectively and efficiently build, manage and optimize omnichannel campaigns. Flight Control, Clinch's omnichannel campaign activation platform, allows agency and brand stakeholders to easily set up and run high-performing AI-driven personalization campaigns that are dynamically optimized through learnings across channels in real-time.

Insights

Automaker Hyundai employed Flight Control to plan, run, measure and optimize thousands of complex and dynamic campaigns. Hyundai used the platform's granular creative engagement insights to continually inform and enrich its multi-tier advertising strategies, such as knowing which offers, makes or models drive the greatest conversions across channels and markets. Flight Control's custom dynamic ad templates and smart ad server auto-generated more than 8,000 unique creative variants that were served across programmatic display, video and social environments. Integrations with endemic automotive publishers brought another layer of audience-based creative decisioning to Hyundai's campaigns. The platform's automation of campaign planning, activation and optimization resulted in overall 75% faster speed to market.

New
Best Podcast Platform

Gumball



Background

Gumball streamlines the process of buying and selling host-read ads across podcasts and YouTube to create an effective ad experience for advertisers, creators and listeners. The platform enables advertisers to easily book impactful ad campaigns through a modern and transparent buying process. Marketers use Gumball to instantly identify and buy inventory on multiple shows, plus plan, manage and track execution at scale in minutes, rather than weeks.

Insights

The Gumball marketplace has condensed the process of planning, managing and measuring campaigns from weeks into minutes. Since its inception, the platform has grown its available inventory from 10 million to more than 200 million monthly impressions. The platform supports more than 250 podcasts and 50 top YouTube creators, with more creators being added every year. Thanks to its inventory and innovative tool set, Gumball is projected to achieve 100% year-over-year growth.

Best Sales Automation Tools & Platform

Seismic



Background

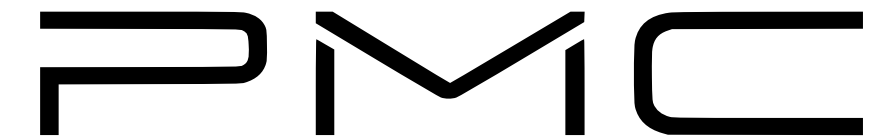
Seismic is a global leader in enablement, helping organizations engage customers, enable teams and drive revenue growth through artificial intelligence, personalization and automation technology. The company's new software, Seismic Enablement Cloud, combines industry-leading products and capabilities, including sales content management, buyer engagement, enablement intelligence and more than 150 seamless integrations that unify the go-to-market tech stack and revolutionize the B2B sales process.

Insights

With Seismic's Enablement Cloud software, organizations are equipped with the skills, content, tools and insights necessary under a unified cloud. Free from disjointed workflows and a lack of comprehensive solutions, clients get more value at every sales stage, including a 350% increase in content usage, 32% more leads in the pipeline and an 80% decrease in ramp time. In 2022, Seismic customers saw a 30% increase in average deal size.

Best Sell-Side Programmatic Platform

Permutive



Background

Amid falling revenue from open marketplaces, user opt-outs and the deprecation of third-party cookies, publishers are looking to build audiences to enhance advertiser relationships. Permutive enables these publishers to address and monetize 100% of their audiences, developing the data insights to win more RFPs and grow re-bookings. Clients include Penske Media Corporation (PMC), which worked with Permutive to develop a future-proofed strategy that could weather the impact of user choice and the changing tech and privacy landscape.

Insights

PMC built its own first-party data platform, ATLAS Data Studio, which required the publisher to rethink what content and audiences make it unique to advertisers. PMC outlined the most used and requested segments and partnered with Permutive to build more in-depth segmentation. ATLAS Data Studio is built on four pillars of data sources: contextual, behavioral, proprietary and enriched data. Data enrichment extends audiences across networks, unlocking 40% of the web that is invisible to advertisers. In 2022, PMC also saw a 46% increase in revenue from first-party data.

Best Social Marketing Platform

Evocalize

The Evocalize logo features the word "evocalize" in a bold, dark blue, lowercase sans-serif font. To the right of the text is a stylized icon consisting of three horizontal, light blue bars of varying lengths, stacked vertically, resembling a menu or list symbol.

Background

Evocalize supports businesses across several industries, including real estate, mortgage, insurance, financial services, restaurants and travel. The platform equips brands, agencies and marketplaces with sophisticated digital marketing tools that drive real business results and revenue at scale. Evocalize integrates artificial intelligence and machine learning, including generative AI, to empower more than 1.5 million franchisees and local operators to run full-funnel local marketing programs that automatically optimize for performance and ad spend across Facebook, Instagram, Google Display Network, Google Search, YouTube, TikTok and more.

Insights

Realtor.com worked with Evocalize to organize the insights from sight and build an infrastructure for more than 40,000 local markets across Facebook, Instagram and Google. The data was structured to be easily modified and adaptable. Since adopting these automated digital marketing tools, agents and brokerages on Realtor.com have generated more than 1 million leads to help compete in their local markets. By extending campaign reach with look-a-like audiences, Realtor.com's agents and brokers have achieved a 400% increase in ROI – dramatically improving their success to find the right buyers earlier in the process.

Best Subscription Platform

Reveal Mobile

REVEAL MOBILE™

Background

Reveal Mobile works with ad agencies, retailers, restaurants, media companies and others to provide location intelligence, geofencing marketing and campaign attribution solutions. Its self-serve geofencing platform, VISIT Local, allows digital marketing leaders to leverage location data to understand, reach and measure the right audiences. Reveal Mobile also acquired Mira, a leading campaign measurement solution for the out-of-home industry, in 2021.

Insights

Offbeat partnered with Reveal Mobile to run a paid social campaign on TikTok to drive location visits for one of the digital media agency's national restaurant guardrails. Using VISIT Local, Offbeat created and activated audiences composed of frequent visitors to the restaurant's locations. Retarget audiences included customers who had visited competitive restaurants within the last 90 days. Within days of launching the influencer campaign on TikTok, the chain saw a positive impact on foot traffic measured through VISIT Local. The campaign provided a 30x ROI and cemented the value of influencer marketing to the restaurant chain's media mix.

Best Sustainable Ad Tech Platform



GOOD-LOOP

Background

Good-Loop is working to create campaigns that are less harmful to the planet with a suite of media solutions that enable advertisers to measure and reduce the carbon footprint of their online ads. These solutions include its open source calculator and its Green Ad Tag, which has helped more than 100 clients measure the carbon emissions generated by 1.6 billion ad impressions. Emissions are tracked in real time through a custom dashboard.

Good-Loop

Insights

Good-Loop shares its learnings to accelerate the industry's progress to carbon zero. The platform's insights have also contributed to the creation of two new Green Ad Tag features. The first enables advertisers to set their own targets based on the amount of carbon dioxide equivalent emissions (CO2e) each media owner generates per ad impression, and identify any publishers that fall short. The second feature analyzes each campaign's creative asset and how it's served on a webpage to let marketers know which parts are the most carbon-intensive – and what steps they need to take to make them less harmful to the planet.

**SAME
SAME
BUT BETTER**

Same campaign.
Same performance.
One huge difference.

261KG
of CO2e per million impressions

significantly contributes to
example, a typical online
is nearly 30% of what an
consumer generates every
something about it.

Solution

Good-Loop partnered with GroupM to see if its Green Media Technology could optimise the latest online campaign of a global auto manufacturer to reduce carbon emissions, without impacting campaign performance or cost.

Result

Our data-driven approach resulted in a whopping 41% reduction in carbon emissions across the campaign, with no negative impact on campaign execution, or t

Best Video Ad Server

Publica



Background

Publica is a leading CTV ad server that works with leading broadcasters, TV manufacturers and streaming apps, serving more than 6 billion ads a month for clients including Samsung, MLB, Paramount, Fox and more. Its solutions include unified auction, ad pod management, audience management, server-side ad insert, contextual management, ad quality management and measurement and verification. Publica's Elea AI uses artificial intelligence to help publishers recognize brands' logos within a creative through specific ad delivery algorithms in constructing ad breaks, allowing for a better and seamless user experience.

Insights

Publishers have implemented Publica's solution to create more advanced CTV ad breaks, run unified auctions and transparently provide data needed to grow streaming advertising revenues. With Elea AI, publishers apply controls and business rules, such as deduplication, competitive separation, frequency capping, advertiser block list, category block lists, etc; and reach the highest level of performance for both monetization and user experience. This layer of automation helps publishers avoid ad fatigue while enabling more programmatic buyers access to premium video inventory.



Brand

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The Connected TV Advertising Platform

Best Video Management Platform

bambuser

Background

Video commerce platform Bambuser works with brands to create community-driven, authentic and interactive experiences. Its technology suite includes a white-labeled player interface, a broadcasting app and a dashboard for brands to host hi-res, hyper-engaging and highly profitable shoppable livestreams on their websites. By offering both live and recorded video options, Bambuser transcends traditional commerce, fostering deeper engagement and transforming customer relations from transactional to immersive interactive.

Bambuser

Insights

Bambuser's success with clients including Clarins, Dior Perfumes, Saks Fifth Avenue and Hugo Boss highlights the potential of interactive video commerce. The shift from anonymous online shopping to engaging livestreams drives significant benefits. Marketers should prioritize authentic connections, enabling customers to engage and shop simultaneously. On average, Bambuser customers see average order value in online transactions double while conversion rates increase between 8–12%.



Achieving a Huge 17% Conversion Rate with Live Shopping

Discover how a small London skincare brand uses Bambuser's technology to not only nurture personal connections with customers, but create a dependable revenue stream with a conversion rate over six times higher than the industry average*.

*Statista.com

bambuser

pai.

World-Leading Live Shop

New
Founder of the Year

Sabio Holdings
- Aziz Rahimtoola



Profile

Sabio Holdings has carved out a niche in the burgeoning ad-support video-on-demand streaming arena. cloud-based CTV/OTT technologies empower publishers with distribution, monetization, and analytics capabilities. The portfolio, comprising Sabio's transparent DSP, App Science's innovative real-time measurement solution and Vidillion's content distribution platform, forms the bedrock of Sabio Holdings' success. Propelled by Aziz Rahimtoola's vision, the company's exceptional growth trajectory is underscored by record year-over-year revenues, the landmark introduction of CTV business, and a strategic Vidillion acquisition.

Impact

Sabio Holdings' rise exemplifies the convergence of technology and people-centricity. Rahimtoola's commitment to fostering a thriving workplace has translated into a remarkably low employee turnover rate and national recognition. Inclusion initiatives like "Sabio Cares" and Rahimtoola's people-first ethos create a cohesive work culture. Rahimtoola's commitment to fostering a thriving workplace has translated into a remarkably low employee turnover rate and national recognition. By holistically prioritizing employee well-being and professional development, Rahimtoola has propelled the company's success trajectory.



**SABIO
HOLDINGS**
**DRIVING CTV
PERFORMANCE**



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