



DIGIDAY
TECHNOLOGY
AWARDS

Entry Kit **2024**



The Digiday Technology Awards

The **Digiday Technology Awards** recognize the technology modernizing media and marketing. Over the years, we've honored industry-leading work from Adobe, SpotX, Twitch and Piano.

Deadlines & Entry Fees

EARLY DEADLINE	April 12, 2024	\$499 per entry
REGULAR DEADLINE	May 24, 2024	\$599 per entry
LAST CHANCE DEADLINE	July 12, 2024	\$729 per entry



Best AI Platform | NEW

Awarding the artificial intelligence platform that best offers a comprehensive environment to efficiently develop, deploy, and manage AI applications.

Best AR/VR Tool | NEW

Awarding the augmented reality or virtual reality tool that most efficiently helps users accomplish business objectives.

Best Content Creation Platform | NEW

Awarding the content creation platform that most effectively allows users to craft, manage, and/or distribute high-quality content.

Best Affiliate Marketing Platform

Awarding the leading platform for advertisers or publishers to drive affiliate revenue.

Best AI Tool

Awarding the artificial intelligence tool that most efficiently addresses specific tasks or functionalities, helping users accomplish business objectives.

Best Attribution Tool

Awarding the attribution tool that has been most effective in reporting on the effectiveness of marketing campaigns across channels.



Best Automation Tools and/or Platform

Awarding the best automation tools and/or platform that help manage processes and minimize manual effort.

Best Buy-Side Programmatic Platform

Awarding the leading buy-side platform for programmatic advertising.

Best Content Management System

Awarding the CMS that most efficiently manages and publishes content on a site.

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 data strategist most effectively leading a team or practice at their company.

Best Data Management Platform

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

Best Data Team

Awarding the team of data professionals that has been most successful in managing data initiatives at their company.

Best E-Commerce Technology

Awarding the technology best enhancing the online shopping experience.

Best Esports/Gaming Ad Technology

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



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 produced by marketing channels.

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 has provided the most effective and comprehensive solution 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 recommendation and native advertising platform that has been most effective in 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 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 content creation and publication on social channels.

Best Subscription Platform

Awarding the subscription platform that has been most effective in helping media companies drive engagement, conversions and revenue.

Best Sustainable Platform

Awarding the platform that has most effectively minimized the environmental impact of technology.

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.

Founder of the Year

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

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 April 2023 to July 2024.

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.)

Where do I sign up for deadline reminders?

[Sign up here](#) and we'll keep you informed on all things Digiday Technology Awards.

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.

Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at awards@digiday.com.



DIGIDAY
TECHNOLOGY
AWARDS

Contact awards@digiday.com
