DIGIDAY
TECHNOLOGY
AWARDS

Entry Kit 2026

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	March 20, 2026	$499 per entry
REGULAR DEADLINE	May 1, 2026	$599 per entry
LAST CHANCE DEADLINE	June 26, 2026	$729 per entry

Best Agentic AI Tool | NEW

Awarding the agentic AI tool that most effectively operates autonomously to plan, execute and optimize tasks in pursuit of defined business goals.

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 Alternative Identification Technology

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

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 Creation Platform

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

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 Creator Marketing Platform

Awarding the creator marketing platform most effectively syndicating content across platforms to reach brand objectives.

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 Digital Out-of-Home Advertising Technology

Awarding the technology that delivers innovative and impactful digital out-of-home advertising solutions.

Best E-Commerce Technology

Awarding the technology best enhancing the online shopping experience.

Best Event Platform

Awarding the platform that best facilitates seamless event planning, management and engagement.

Best In-Store Technology

Awarding the technology most enhancing the in-store shopping experience.

Best Interactive Content Platform

Awarding the platform that enables the creation and management of highly interactive content, such as quizzes, polls, or live-streaming experiences.

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. publisher.

Best Personalization & A/B Testing Platform

Awarding the leading optimization, personalization and testing platform.

Best Sales Enablement Platform

Awarding the sales enablement platform that equips sales teams with the tools and insights needed to enhance productivity, streamline processes and drive revenue growth.

Best Sell-Side Programmatic Platform

Awarding the leading sell-side platform for programmatic advertising.

Best SEO Platform

Awarding the platform that delivers the best tools and insights to optimize search engine performance.

Best Subscription Platform

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

Best Sustainable Ad Tech Platform

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

Best Video Advertising Platform

Awarding the platform that empowers brands and advertisers to create, deliver and optimize impactful video campaigns.

Best Video Management Platform

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

Technology 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.

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

SUBMISSION QUESTIONS

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 2025 to June 2026.

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.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.

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@digidaymedia.com.

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Contact   awards@digidaymedia.com