



DIGIDAY
TECHNOLOGY
AWARDS

SpotX, Klaviyo and Flip-Pay are Digiday Technology Awards winners

Monetization and marketing are only as good as the technology platforms that fuel them. This year's Digiday Technology Awards winners played foundational roles in enabling media companies and marketers to earn money from their content, reach their audiences and make the most of digital real estate.

Successful brands and publishers turned to this year's winners to reach their audiences where they were actively consuming content, to increase lifetime value and to serve them with the assets that were likeliest to lead to conversions and upselling. With the right technology partners, brands and media companies were able to make well-informed decisions about everything from what their content should look like to when their assets should be served — and base those decisions on hard data.

The minds behind the content still reigned supreme when it came to ideation and strategy — but it was the technology provided by this year's winners that gave them all the guidance and information they needed.

This year's winners include:

Best Sell-Side Programmatic Platform

SPOTX

With high-profile clients such as A+E Networks, The CW Network and Discovery, SpotX enabled its media partners to monetize content across all screens and streams while providing advertisers with direct access to brand-safe inventory. The platform served as a one-stop programmatic

destination, where advertisers could buy live and video-on-demand OTT inventory across multiple platforms and devices. The minds at SpotX's media partners may have created the content — but it was SpotX that spun it into gold.

Best Personalization and A/B Testing Platform

 **KLAVIYO**

Klaviyo, an e-commerce platform used by more than 40,000 major brands such as Unilever and Kopari Beauty, is designed to accelerate revenue for online businesses using client-owned channels such as email, mobile web and SMS. Klaviyo also empowered clients to take a data-driven look at customer behaviors

such as products viewed, purchases and other engagement signals. Klaviyo has now emerged as a leading champion of owned marketing, helping clients connect with their customers on a deeply personalized level — and always on the brands' own platforms.

Best Subscription Platform

 **FLIP-PAY**

Flip-Pay, a content monetization tool for digital publishers working in the news, podcast and streaming video industries, arrived at its current mission through a 2018 research and development project, which concluded that identity management was the prime culprit in countless failed attempts related to payments for content on publishers' sites. Flip-Pay created

a cloud-based platform enabling publishers to create bundles and products for attracting new audience segments quickly — all at a lower cost than traditional paywalls. Ultimately, Flip-Pay has proved its hypothesis: More consumers would pay for content the instant that transacting became easier.

Explore all the winners of the 2020 Digiday Technology Awards below. In each section, you'll find a quick rundown of the campaigns, along with insights into why they won and what we can learn from them.

Best Video Marketing and Advertising Platform

KERV



Kerv Interactive

Video advertising platform Kerv Interactive is designed to let brands capitalize on existing creative assets by making them shoppable and interactive, providing not only a major boost to monetization, but also to data and analytics. For instance, the company gave one fashion client the ability to make each creative asset within a video interactive and shoppable. The approach helped the brand sell its products while simultaneously gaining a rich understanding of which products were driving the most interest on digital platforms.

Insights

Kerv Interactive was able to grant its clients better data, help them monetize their products and find new uses for existing assets. By fostering direct interactions with customers, Kerv highlighted how brands and their partners can kill numerous birds with a single stone.



audience exploration
& segmentation



Campaign activation
& management

MarketMatch DSP

capture data for
attribution
measurement

Ad Exposure



Best Buy-Side Programmatic Platform

DeepIntent

deepintent⁺

DeepIntent — MarketMatch

DeepIntent is a buy-side programmatic platform built specifically for the needs of the healthcare industry. Healthcare is a market with unique risks and pitfalls, requiring strict adherence to privacy regulations and specialized integrations for targeting and reporting, and DeepIntent's new MarketMatch platform, which launched for more than 10 major pharmaceutical companies in 2019, helped marketers build new datasets to facilitate privacy-safe advertising while driving measurable patient outcomes.

Insights

By helping marketers build out granular datasets, DeepIntent — and its new MarketMatch platform — helped marketers avoid regulatory errors. With the right data, marketers in even the most sensitive industries can master automated buying while steering clear of landmines.

Best Sell-Side Programmatic Platform

SpotX

SPOTX

SpotX

Sell-side programmatic platform SpotX served as a one-stop programmatic destination for its media clients, enabling advertisers to buy live and video-on-demand OTT inventory across multiple platforms and devices. Major media clients including A+E Networks, The CW Network and Discovery were empowered to monetize content across all screens and streams while providing advertisers with direct-access to brand-safe inventory.

Insights

Top-knotch media is only valuable insofar as it generates revenue, and some platforms handle that part better than others. To make sure that content generated returns to the fullest, it's crucial to find a partner that can monetize across every possible screen with brand safety in mind.



Best Native Advertising Platform

Mirriad



Mirriad

Mirriad's native advertising platform makes use of AI algorithms to identify new ad inventory within video content, dynamically inserting products and signage after content is produced. The platform enables brands to seamlessly populate existing videos with products and artwork, and so brands are able to maximize the value of their established video content without rushing to greenlight costly new productions.

Insights

One multinational beverage company enlisted Mirriad to help run a campaign that would not only drive brand exposures and sales, but also enable them to analyze changes to those KPIs. Innovative technology platforms have a way of melding sales and measurement.

Best Personalization and A/B Testing Platform

Klaviyo



Klaviyo

Klaviyo is an e-commerce platform used by more than 40,000 major brands, including Unilever and Huckberry. Designed to scale and accelerate revenue through client-owned channels, Klaviyo also provides its partners with a detailed look at engagement data such as purchases and products viewed.

Insights

Klaviyo might just be the leading advocate of “owned” e-commerce monetization, helping clients connect with their customers on a deeply personalized level on platforms such as email, SMS and the mobile web. The company is teaching brands that there’s much to be gained from relying on their own channels — just so long as they have the right partner to help them do so.





Ad Relevance



Viewability



Content Quality

Best Monetization Platform for Publishers

Playwire



Playwire - RAMP

Playwire's revenue platform helps its partners monetize their web, mobile app and OTT offerings with a universal goal of pushing ad revenue past what media companies can find on Google Ad Manager. Playwire took things a step further with RAMP (Revenue Amplification Managed by Professionals), a monetization platform that merges direct ad sales, client- and server-side bidders and machine-learning-based predictive analytics.

Insights

Playwire's clients run the gamut from kids' edu-tainment producers to top-500 Alexa sites. Publishers of all shapes and sizes have one thing in common: They all need to monetize.

Best Subscription Platform

Flip-Pay

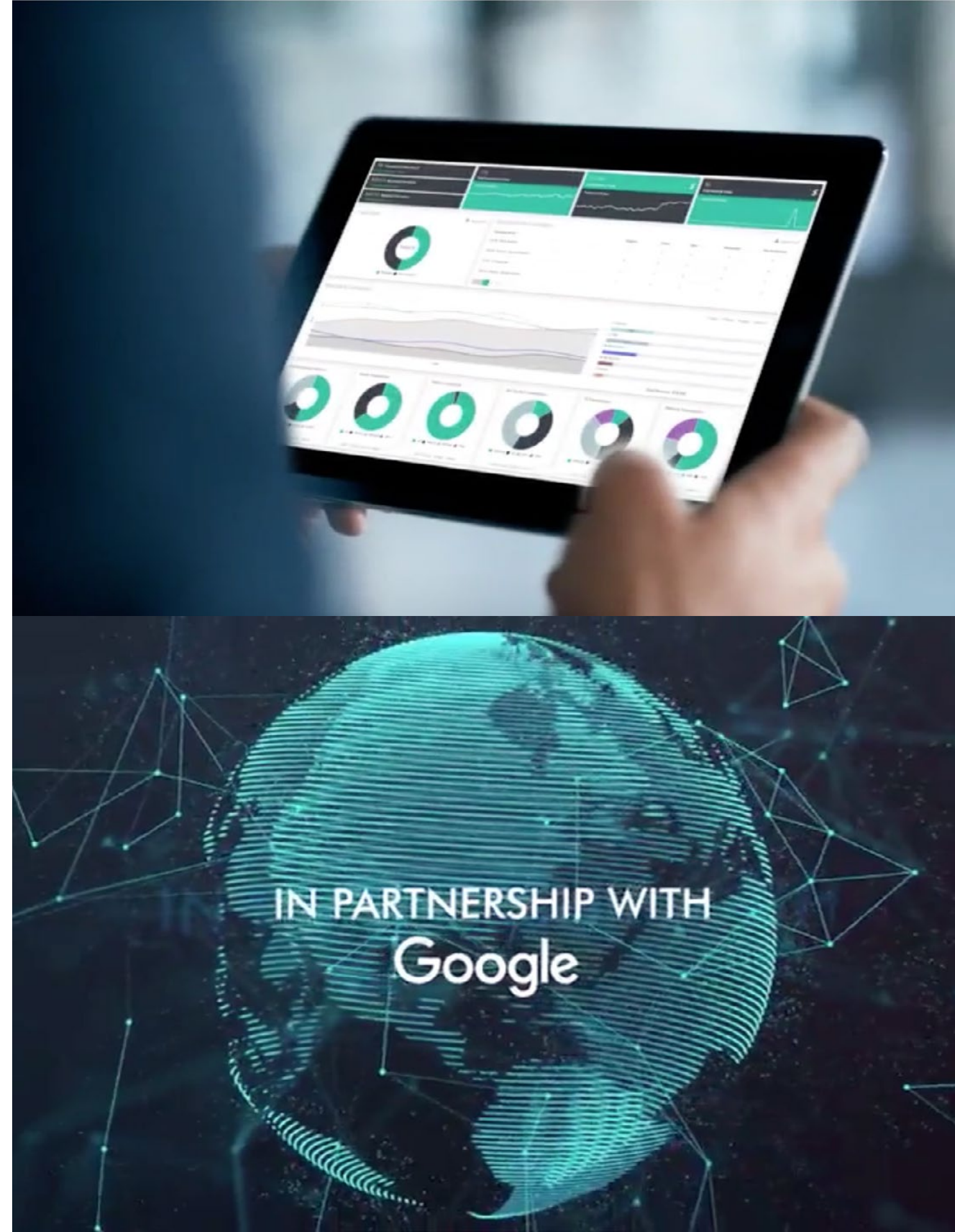


Flip-Pay

The cloud-based Flip-Pay platform allows publishers to create bundles and products to attract new audience segments quickly — all while managing user identity and maintaining a lower cost than traditional paywalls. But more than anything else, Flip-Pay's mission is to make it easier for users to pay for content.

Insights

Flip-Pay operates under the mindset that consumers are more likely to pay for publisher content when transacting is easier. Its partners would agree.



Best Affiliate Marketing Platform

Awin



Awin

Global affiliate network Awin helps content creators, influencers, website owners and technology partners connect with brands to create profitable relationships. For brands, it's a way to connect with more than 200,000 partners around the world to grow reach. For publishers, it's a way to turbo-charge monetization.

Insights

By connecting a wide array of brands and retailers to a wide array of publishers, Awin is creating new avenues toward marketing success and profitability. Sometimes companies just need an easier way to network.

Best E-Commerce Technology

Velocidi

velocidi

Velocidi

Customer data platform Velocidi, which specializes in fashion e-commerce, helps its clients collect and unify first-party customer data and then predict customer behavior. The platform leverages machine learning to reach numerous audience segments across different advertising platforms.

Insights

Fashion is deeply personal — which means that automating fashion-related targeting is a tough proposition for brands and marketers to follow. But with a deep understanding of audience data, Velocidi was able to create a highly automated product with which fashion brands could get on board. By grounding automation in predictive analytics, brands can preserve a personalized touch.



Best In-Store Technology

Cooler Screens



Cooler Screens

The Cooler Screens product is exactly what it sounds like: A set of digital smart screens that replace glass cooler doors. The screens provide instant access to up-to-date product information, offerings and promotions, boosting consumers' confidence that they're making the right buying decisions to suit their budgets, tastes and health preferences.

Insights

Cooler Screens are a case study in seamlessly integrating new tech into an existing retail environment. It's not always necessary to upend the entire in-store experience — but it never hurts to enhance it.

Best Location Platform

InMarket

IN  MARKET

InMarket - GeoLink

GeoLink, InMarket's location-based marketing platform, enables brands to activate real-time digital advertising in the moments — and at the locations — that matter, whether in-home, in-store or elsewhere. Major clients such as Unilever, P&G and Kimberly Clark have relied on GeoLink to reach audiences at the moments when they're likeliest to engage — and convert.

Insights

With location-based marketing, brands are able to leverage unique data sets to drive awareness and engagement at the moments when audiences are at peak moments of receptivity. Sometimes, effective marketing is as simple as reaching customers in the right place and at the right time.



Best Customer Data Platform

Klaviyo



Klaviyo

Klaviyo's customer data platform enables brands to easily store, access, analyze and leverage transactional and behavioral data to power highly-targeted customer and prospect communications. When it comes to personalization and analytics, the platform goes hand in hand with Klaviyo's winning Personalization and A/B Testing Platform.

Insights

Klaviyo specializes in empowering brands to control their own paths to purchase. It should come as no surprise that it wants to help its partners control their own data as well.

Best Data Management Platform

Lotame



Lotame - Lotame Panorama

Panorama Buyer, Lotame's new data solution, is designed to help its customers gain a new understanding of core targets. Panorama Buyer helps brands create addressable audiences, which are then pushed directly into Lotame's DSP for programmatic buying.

Insights

With programmatic buying, brands often worry about losing control and hitting the wrong targets. With its new solution, Lotame demonstrated that automation and true addressability need not be mutually exclusive.



Best Content Marketing Platform

Clouinary



Clouinary

The Clouinary platform empowers companies to deliver modern visual experiences by simplifying and automating the process of manipulating, optimizing and delivering images and videos. Clouinary has over 6,500 customers and 650,000 users in nearly every industry, including e-commerce, retail, media, travel and entertainment.

Insights

Clouinary proved that it's possible to eliminate many of the technical complexities that content producers struggle with while maintaining high creative standards. With the right partner, artistry can coexist with automation.

Best Content Management System

Brightspot

BRIGHTSPOT®

Brightspot

Brightspot helps newsrooms and brands create digital experiences and content applications that move business priorities forward. Its headless CMS system enables clients to improve communications, improve fundraising, boost qualified leads, improve SEO and increase traffic.

Insights

Brightspot's clients quickly discovered that many of their existing challenges were linked to their previous setups. Legacy CMS systems can hinder innovation and long-term scalability, while a streamlined, but a flexible approach can do the opposite.



Best CRM Platform

Punchh



Punchh

Punchh equips its brand partners with the insights and tools they need to increase customer lifetime value, drive revenue and optimize every customer interaction. The platform, which delivers personalized communications, offers and rewards based on consumer spending habits and real-time data, leverages AI-generated insights and offers countless integrations into business systems. Punchh stands apart in a crowded CRM market for the strength and customization of its digital loyalty solution.

Insights

Punchh committed itself to creating a seamless customer experience at every consumer touchpoint. Nothing perpetuates customer loyalty more than an in-depth understanding of existing customer data.

Best Influencer Marketing Platform

Tagger



Tagger Media

Tagger Media, an end-to-end influencer marketing SaaS platform, is designed to streamline an efficient influencer discovery and activation process. The platform helped customers such as Bloomingdales, Warner Bros. and Estée Lauder reach a vast array of high value influencers and audiences on a much broader scale than ever before.

Insights

Tagger offers its partners research and analytics tools, combined with a modular and customizable user interface. The world of influencer marketing can be exceedingly complicated — brands need to simplify it as much as possible.



Best Mobile Marketing Platform

Iconectiv

iconectiv®

Iconectiv - TruReach Deliver Aerialink

B2C messaging specialist Iconectiv introduced TruReach Deliver Aerialink, its new cloud-based product that simplifies message creation and delivery while allowing companies to efficiently and cost-effectively reach customers with personalized, value-based business text messages.

Insights

Iconectiv recognized that text messaging is still a powerful tool for marketers. Sometimes cost-effectiveness and simplicity are all that's needed to ensure that a tried-and-true tool can help move markets.

Best Social Marketing Platform

Tiger Pistol



Tiger Pistol

Tiger Pistol provides brands with automation and workflow capabilities that reduce the amount of time needed to process, build, launch, optimize and monitor individual social advertising campaigns. In the process, the platform helped brands deliver better social advertising performance and deliver measurable business outcomes.

Insights

Social media is a complex beast. Tiger Pistol proved that brands, with the right automation and workflows, can tame it.



Best Marketing Automation Platform

Vendasta



Vendasta

The Vendasta platform allows marketers to adopt solutions from a marketplace of SaaS technologies that they can then sell under their own brand to customers. The platform provides AI-driven marketing automation, sales tools and an integrated CRM.

Insights

Marketers need a wide array of technology tools to succeed. Vendasta lets them find it all in one place. In a complex market, simplicity is key.

Best Marketing Analytics Platform

[Incites.com](https://incites.com)



Incites.com

Incites.com helps publishers gain actionable, data-driven insights to content publishers with a focus on helping newsrooms grow reader revenue. The platform is designed to supercharge journalists' and editors' ability to drive audience engagement and subscription revenue, making data-driven insights as easy as possible to interpret and act upon.

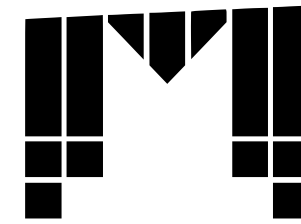
Insights

When it comes to monetization and performance, journalists and producers can look for guidance from their own audiences. With the right tools, it's easy to assess what's performing well and which tactics need to be emphasized more. For a newsroom, that's the key to solidifying revenue.



Best Attribution Tool

Measured



MEASURED

Measured

Measured works to help brands understand the impact of their marketing spend on revenue, driving smarter media investments in the future. The platform provides a wide variety of retail, e-commerce and DTC brands with reliable reporting and daily insights.

Insights

With more than 75 integrations, Measured aspired to become a unified source of truth for cross-channel media performance. Ultimately, the platform recognized that many brands are looking for a one-stop shop.

Best Sales Automation Tool

6sense



6sense

6sense is designed to help revenue teams create more sophisticated, targeted campaigns. The platform helps identify accounts that are in-market for the brand's solution, prioritize actions that are likeliest to succeed and deliver personalized, consistent and relevant experiences. The strategy represents a break from less ambitious lead-based approaches.

Insights

6sense recognized that marketers are dying to generate more opportunities, increase deal size and win more often. Helping them required an ambitious, automated approach to marketing — and the breaking of old marketing habits.



About Digiday Awards

The Digiday Awards include 14 different programs yearly, with focuses on video, content marketing, media and technology, among others. Competitors' brands are placed in front of judging panels made up of C-Level leaders from leading organizations, and winners are featured in Digiday's media coverage, marketing, Awards Guides, livestream galas and other announcements. The Digiday Awards have recognized companies and campaigns since 2014.

For more information on this or other Digiday Awards programs, visit digiday.com/awards

Questions for the awards team?

Let us know at awards@digiday.com

