



THE AD EXCHANGER AWARDS

2020 FINALISTS

BEST ACCOUNT SUPPORT BY A TECHNOLOGY COMPANY

- ◆ **Experian** partners with TV Providers, Agencies and Advertisers to coordinate impactful Advanced TV campaigns
- ◆ Tech & Talent: How **MediaMath** Helps Brands Maximize Their Technology Investments to Drive Outcomes
- ◆ How **Movable Ink** Helped **Lenovo** Lift Revenue by 26% and Cut Their Production Time in Half
- ◆ Publisher relationship helps **Sovrn** level-up
- ◆ **The Trade Desk** — Driven to Provide Superior Customer Service

BEST COLLABORATIVE AGENCY TEAM

- ◆ **GroupeConnect**, a bespoke agency for **Bank of America**
- ◆ **Havas North America Villages** — Creative + Media

BEST DATA-DRIVEN TV CAMPAIGN

- ◆ Challenging Conventions of AdvancedTV (**Hearts & Science**)
- ◆ **Hewlett Packard Enterprise**: "Yellow brick" TV everywhere campaign
- ◆ Performance Shoe Brand Gains 7% Brand Lift in New Market with Data-Targeted CTV (**Jellyfish**)
- ◆ **Kellogg's Pringles, Innovid and CBS Interactive**: "Sad Device" Interactive Connected TV Ad
- ◆ **NinthDecimal, Xandr/ WarnerMedia** — Data Driven Linear TV Strategy Drives Incremental Store Visits

BEST DATA-ENABLING TECHNOLOGY

- ◆ **Amperity** Customer Data Management Platform
- ◆ Transforming the Sleeping Giant of Linear TV for the Future with Data (**Centriply**)
- ◆ **KERV Interactive's** Patented Video Intelligence Platform
- ◆ **Permutive and FT**: excelling in a world without third-party cookies
- ◆ **Velocidi**, Enabling a First-Party Data Economy

BEST DEMAND-SIDE TECHNOLOGY

- ◆ **KERV** Interactive's Patented Video Intelligence Platform
- ◆ The Pioneer of Programmatic is Cleaning Up the Ad Tech Ecosystem Once and for All (**MediaMath**)
- ◆ **Verizon Media DSP** — Driving Connections That Matter
- ◆ **Vistar Media**, a Key Enabler of DOOH Industry's Massive Growth
- ◆ **Xaxis'** Copilot Empowers Brands to Achieve Business Goals Through Programmatic Advertising

BEST EARLY STAGE TECHNOLOGY COMPANY

- ◆ **Blockthrough's** Adblock Monetization Platform
- ◆ Compliance automation and acceleration for highly regulated industries (**Fyllo**)
- ◆ **ID5** — an identity solution for a cookie-less world
- ◆ **KERV** Interactive's Patented Video Intelligence Platform
- ◆ **Publica** — The advanced programmatic platform for Connected TV
- ◆ **Wurl**: First Year as a Streaming and Advertising Service Company Exceeded Expectations

BEST EDUCATIONAL TOOL OR PROGRAM

- ◆ Certifiably the Best Education Program in Programmatic Advertising (**Centro**)
- ◆ **Emodo** Institute
- ◆ **Jellyfish** Helps Rackspace Deliver The Best Educational Tool Or Program
- ◆ Precision Discovery Journey — **Publicis Media Precision's** Programmatic Training Suite

BEST IN-HOUSE MEDIA OPERATION

- ◆ **Bayer**: Driving Performance with an In-House Strategy
- ◆ **Disney** Parks, Experiences, and Products Trading Desk
- ◆ **Nestlé** launches new model to boost accountability and effectiveness in online ads
- ◆ **Sprint's** In-Housing Early Success: Driving Exponential Omni-Channel Sales Growth
- ◆ **Uber** Bidder 2.0 — Scaling globally through ML based targeting/bidding



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BEST INDUSTRY COMMENTARY & ANALYSIS

- ◆ **AdProfs** industry newsletter: This Week In Ad Tech
- ◆ **Emodo's FIVE** Podcast

BEST MEASUREMENT OR ANALYTICS CAPABILITY

- ◆ Project Gaudi — AI driven creative insight (**Google**)
- ◆ **LoopMe**, Best Measurement or Analytics Capability
- ◆ **Measured**: Incrementality Measurement Reveals the Truth
- ◆ Making Brand Advertising More Effective Online | Measurement Everywhere (**Oracle Data Cloud**)
- ◆ **Teads** VCPM and CPCV BUYS

BEST OVERALL USE OF PROGRAMMATIC IN A MARKETING CAMPAIGN

- ◆ **Pernod Ricard, 360i and Captify** changed consumer perceptions that Malibu Rum is only for warm weather
- ◆ Using Innovation To Help Consumers "Make Google Do It" (**Essence**)
- ◆ Clinch's AI powered platform helped deliver the most relevant ad experiences while driving brand loyalty and branding (**Merkle & Clinch**)
- ◆ HSBC: Building Savings for a Rainy Day or a Lifetime (**PHD Media**)
- ◆ A Programmatic 'Fixer Upper' (**Xaxis**)

BEST PROGRAMMATIC CONSULTING OR ADVISORY FIRM

- ◆ Bringing a Massive Global Fashion Brand Portfolio In-House (**Jellyfish**)
- ◆ **MediaLink**: Architecting the Next Generation of Precision Marketing
- ◆ The World's Most-Experienced Programmatic Consulting Firm (**Prohaska Consulting**)
- ◆ **Diageo's** In-Housing Story (**WLxJS**)
- ◆ Wyborcza.pl Programmatic Monetization Strategy (**Yieldbird**)

BEST PROGRAMMATIC OUT-OF-HOME ACTIVATION

- ◆ **Pernod Ricard x 360i**: Blame it on my Juice
- ◆ Dunkin' PM Break (**Digitas**)
- ◆ **Havas Media and PUMA**: NYC Flagship Grand Store Opening
- ◆ **BP Corporate**: We See Possibilities Everywhere (**Mindshare**)
- ◆ Programmatic Digital Out-of-Home was the Winning Ticket for **California Lottery** (**Vistar Media**)

BEST PROGRAMMATIC-CAPABILITIES BY AN AGENCY

- ◆ Building a privacy-first global programmatic offering for the future (**Essence**)
- ◆ **Goodway Group** — Anytime Fitness New Membership Campaign
- ◆ **Infiniti** uses audience approach in Advanced TV to generate brand lift (**OMD**)
- ◆ **Parodontax** Digital Media Execution — Bleeding Gums are NOT normal (**Publicis Media**)
- ◆ **The Publicis Media Platform by Precision**: An End-to-End Resource Enabling & Optimizing Programmatic

BEST PUBLISHER-SIDE DATA PLATFORM

- ◆ FlowIQ: The Next-Generation of Direct-Sold Campaign Management (**Ad-Juster**)
- ◆ ProgrammaticIQ: Best-in-Class Advertising Reporting & Analytics (**Ad-Juster**)
- ◆ **Permutive and FT**: excelling in a world without third-party cookies

BEST PUBLISHER-SIDE TECHNOLOGY

- ◆ **Adzerk's** APIs help Fortune 500 brands & tech unicorns build their own Walled Garden ad platforms
- ◆ **Nativo** Accelerates the Open Web with Nativo Edge™
- ◆ **Permutive and FT**: excelling in a world without third-party cookies
- ◆ **Publica** — The advanced programmatic platform for Connected TV
- ◆ **Rubicon Project**, Demand Manager

BEST PUBLISHER-SIDE VIDEO TECHNOLOGY

- ◆ **Nielsen** Makes Linear Addressable TV A Reality
- ◆ **Publica** — The advanced programmatic platform for Connected TV
- ◆ **Snapchat** Commercials Drive Success for Advertisers and Parent Company Snap Inc.
- ◆ **SpotX for Sling** — Best Publisher Side Video Technology
- ◆ The **Telaria** Video Management Platform (VMP)

BEST SOCIAL MEDIA CAMPAIGN

- ◆ **January Digital and BITE Beauty** Increase Store Visits by 3x and Scale Overall Revenue +40%
- ◆ **Pier 1** Holiday Strategy (**Social Fulcrum**)
- ◆ **Tiger Pistol** Enables Local Social Media Activation at Global Scale for Fortune 500 Beverage Company



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BEST TV ADVERTISING TECHNOLOGY

- ◆ **Amobee's** Platform Transforms Advertising Across Four Screens
- ◆ **LiveRamp** Shakes Up Advanced TV Universe with Outcome-based Solutions, Acquisitions and New Hires
- ◆ **Nielsen** Takes Addressable TV to New Heights for TV Buyers
- ◆ **Publica** — The advanced programmatic platform for Connected TV
- ◆ **Simpli.fi's** OTT/CTV Advertising Solution: The Most Advanced Solution in the Market

BEST USE OF DATA BY A PUBLISHER

- ◆ **Dotdash**
- ◆ Brandscope: Contextual insights that help brands understand their audience (**The New York Times Company**)

BEST USE OF DATA BY AN AGENCY

- ◆ Scoring a Spot on the Big Game Party Table (**Cramer-Krasselt**)
- ◆ **DELVE** Increases UNICEF USA New Donor Volume With Donor Segmentation Strategy in Google Cloud Platform
- ◆ Using First Party Data To Make Google Do It (**Essence**)
- ◆ A Random Walk Down Madison Ave: Combining network & time-series analysis to identify short and long-term marketing response (**Marketscience**)
- ◆ Driving More, Cheaper In-Store Visits Using Automation & Ad Format Diversification (**Merkle**)

BEST USE OF PROGRAMMATIC TECHNOLOGY BY A MARKETER

- ◆ **Kimberly-Clark (& Mindshare)** Trading Desk: Running Towards Disruption in Digital Marketing
- ◆ **Uber Bidder 2.0** — Scaling globally through ML based targeting/bidding

BEST USE OF TECHNOLOGY BY A PUBLISHER

- ◆ **Concert**: The best of the trusted web under one roof (**Vox Media**)
- ◆ **DISH Media & FreeWheel**: Innovative Yield Optimization Management Platform for Linear and Addressable Inventory
- ◆ **Octopus Interactive** — A Rideshare DOOH Platform, Available Programmatically
- ◆ **WarnerMedia's** Data Driven Symphony Ad Platform for Advanced TV
- ◆ Adidas Nite Jogger (**WeTransfer**)

BEST USE OF TECHNOLOGY BY AN AGENCY

- ◆ Dynamic Media Activation with TRGR by **Digitas**
- ◆ Using AI To Generate Contextual Programmatic Ads (**Essence**)
- ◆ Omni by Hearts & Science (**Hearts & Science**)

- ◆ Powering Sales for Transamerica by Creating A Hub for Marketing Data (**Merkle**)
- ◆ Achieving Individual-Level Bidding in Retargeting Thanks to Predictive Visitor Scoring (**Numberly**)

BRAND LEADERSHIP

- ◆ **Adam Benaroya** — HPE's digital transformation
- ◆ Driving enterprise level growth for **Tyson Foods** through paid media — **Clare Liston** (**Mindshare**)

INNOVATION IN AUDIO

- ◆ **AdsWizz**: Unleashing the Power of Audio
- ◆ **iHeart AdBuilder** — Self Serve Radio Advertising for Small Business Powered by **Jelli**, the Only Programmatic Solution for Radio
- ◆ **Propel and Pandora** design a multi-dimensional audio experience

LEADERSHIP IN ADVERTISING

- ◆ How **Jeremy Helfand** is Re-defining TV Advertising
- ◆ Programmatic pioneer **Nicolle Pangis** is reinventing TV (and everyone wins)
- ◆ **Sara Badler**, SVP Programmatic Revenue
- ◆ LiveRamp's **Scott Howe**: Psychic or CEO?
- ◆ **Scott Rosenberg**, General Manager of Roku's Industry-Leading OTT Advertising Platform

MOST INNOVATIVE MOBILE-FIRST PUBLISHER

- ◆ **NowThis** — the #1 global news publisher on social and mobile
- ◆ **The Dodo** — the #1 most engaged-with media brand in the world

MOST INNOVATIVE PUBLISHER

- ◆ **Hulu's** Industry-Changing Ad Innovations
- ◆ IBM Advertising Accelerator with Watson, a new offering from **IBM Watson Advertising**
- ◆ **Scopely**: The Gaming Unicorn (submitted by MoPub)
- ◆ **POPSUGAR** — the #1 most engaged-with Women's Lifestyle site in the U.S.
- ◆ **WarnerMedia** — Most Innovative Publisher

RIISING STAR — LEADERSHIP UNDER 40

- ◆ **Anda Gansca**, Empowering Brands to Become Better Storytellers Through Data
- ◆ Adtech Privacy Champion Oversees Growth of LiveRamp to \$1B in Returns, Providing New AdTech Software Solutions (**Anneka Gupta**)
- ◆ **Jason Manningham**: Innovation Pioneer Creating an Identity Layer for TV
- ◆ From Chief of Staff to SVP, Strategy and Corporate Development: **Lauren Wetzel's** pivotal role at Xandr
- ◆ **Marty Kratky-Katz**, Co-Founder & CEO at Blockthrough