GLOBAL SEARCH AWARDS

2025 JUDGE COMMENTS

IN ASSOCIATION WITH Diginius

BEST USE OF SEARCH RETAIL / ECOMMERCE (SEO): SMALL — WINNER —

BOTPRESSO & ARAMYA
STITCHING SUCCESS WITH 1108% ROI IN 5 MONTHS

An impressive campaign delivering exceptional ROI despite budget and technical constraints. Strong crawlability fixes, smart internal linking, and inclusive plus-size targeting drove outstanding results in a short timeframe. A remarkable achievement from Botpresso.

BEST USE OF SEARCH RETAIL / ECOMMERCE (SEO): SMALL — SILVER —

SOMEBODY DIGITAL & TRANSCEND CPAP
MICRO FOCUS ON MACRO GAINS

An outstanding achievement in a highly competitive, regulated space. Clear strategy, smart UI/UX improvements, and strong CRO drove results well above target, surpassing revenue and conversion goals while future-proofing for AI. A thoroughly impressive campaign.

BEST USE OF SEARCH RETAIL / ECOMMERCE (SEO): LARGE — WINNER —

WOLFGANG DIGITAL & MILLIES
BEAUTY AND THE BUDGET

This was a smart, well-structured campaign that balanced AI-driven efficiency with human expertise, ensuring authenticity and responsibility in SEO. The integration of in-store experts, cross-channel leverage, and clear execution-to-results alignment delivered strong business impact and measurable performance. Well done!

BEST USE OF SEARCH RETAIL / ECOMMERCE (PPC): SMALL — WINNER —

94N & SUPPLYANT & EXADEV
FROM LEAKAGE TO LEVERAGE: THE PPC FIX FOR PLUMB2U

An outstanding, data-driven strategy with transparent objectives and a multi-layered, profit-focused campaign structure. Through smart automation, segmentation, and product activation, the team reversed declines and delivered great results in just three months, a truly impressive campaign.

BEST USE OF SEARCH RETAIL / ECOMMERCE (PPC): LARGE — WINNER —

SPONSORED BY channable

WOLFGANG DIGITAL & HORSEWARE IRELAND
FROM DARK HORSE TO PRIZED PONY

This campaign is a brilliant example of how smart data integration and CRM-driven strategy can transform a niche brand into a global contender. The use of Klaviyo to power Google Ads targeting is both innovative and effective, demonstrating a deep understanding of first-party data utilisation. Overall, a solid and well-coordinated strategy with a brief rationale for explanation.

BEST USE OF SEARCH FINANCE (SEO): SMALL — WINNER —

MICKEY LLEW & INVESTEC
NATIONAL BUDGET

An impressive, organic-led campaign executed with speed and precision, delivering SERP domination, brand authority, and seamless integration of SEO and content teams.

BEST USE OF SEARCH FINANCE (SEO): SMALL — SILVER —

CLEARWATER AGENCY & GUARDIAN GOLD
THE MIDAS TOUCH

Clearwater Agency's campaign combined SEO, CRO, and technical optimisation to deliver exceptional revenue and increase in organic sales, showcasing strategic excellence and measurable impact.

BEST USE OF SEARCH FINANCE (SEO): LARGE — WINNER —

WOLFGANG DIGITAL & ZURICH IRELAND
BOT TO THE FUTURE: AI'S IMPACT ON PENSIONS

A brilliant, strategically driven campaign that combined innovative data use and persona targeting with a smart multi-channel approach. Delivering impressive business impact and exceptional results on a lean budget.

BEST USE OF SEARCH FINANCE (PPC): SMALL — WINNER —

APERITIF & LEASELAB
PRECISION PAID SEARCH THAT SCALED SMARTER

This was a solid campaign that delivered strong CPL reduction and lead growth, showing effective execution. Aperitif provided exceptionally clear objectives aligned to strict budget targets. With a smart long-tail audience strategy with creative granularity. Congratulations!

BEST USE OF SEARCH FINANCE (PPC): LARGE — WINNER —

EXPOSURE NINJA & DSLD MORTGAGE
PPC THAT BEAT THE BANKS: 9,500+ MORTGAGE LEADS IN 12 MONTHS

An excellent, data-driven campaign that combined a rich mix of approaches seamlessly. With strong strategy, precise targeting, and flawless execution, it delivered outstanding results and set a high benchmark for excellence.

BEST USE OF SEARCH TRAVEL / LEISURE (SEO): SMALL — WINNER —

MIDERO S.A. & THE "WIELICZKA" SALT MINE
"SEO TRUE STORY: DEEP DIVE WITH WIELICZKA SALT MINE"

A bold, conversion-focused SEO strategy that prioritised quality over vanity traffic, using technical expertise, content pruning, and AI-powered tracking to drive impressive increase in organic revenue and stronger engagement.

BEST USE OF SEARCH TRAVEL / LEISURE (SEO): LARGE — WINNER —

PROSPERITY MEDIA & GO RENTALS
FUELING EEAT WITH EMPATHY

A comprehensive, data-driven SEO campaign combining technical excellence with targeted, empathy-driven content. Clear goal-setting, detailed briefs, and strong audience analysis delivered measurable ROI and impressive results.

BEST USE OF SEARCH TRAVEL / LEISURE (SEO): LARGE — SILVER —

PEAK ACE & TUI
DOMINATING DIGITAL NEWSROOMS WITH DATA (STORYTELLING)

A highly impressive campaign combining technical SEO, content marketing, and PR for a global travel brand. Clear objectives, well-defined budget, and outstanding execution drove large-scale visibility and engagement, achieving massive results.

BEST USE OF SEARCH TRAVEL / LEISURE (PPC): SMALL — WINNER —

TIDAL DIGITAL & DUBAI INTERNATIONAL BOAT SHOW
ANCHORED IN EXCELLENCE

A bold and brilliantly executed campaign that combined sharp persona targeting with creative implementation. Delivering exceptional results both online and offline, it exceeded ambitious KPIs within a short, critical window, showcasing impressive precision and impact.

BEST USE OF SEARCH TRAVEL / LEISURE (PPC): LARGE — WINNER —

WOLFGANG DIGITAL & TRINITY COLLEGE DUBLIN
THE GOLDEN TICKET

A strong, well-executed campaign demonstrating smart strategy and creative targeting on a small budget. Impressive planning, detailed challenge resolution, and excellent visuals drove remarkable results for a niche travel experience, outperforming competitors.

BEST USE OF SEARCH GAMING: LARGE — WINNER —

EASYGO & STAKE.COM
TOTAL IGAMING SEO DOMINATION

A compelling, methodical, and truly innovative campaign. The combination of GROQ querying, ambassador-led PR, and a holistic SEO approach stood out, with clear industry firsts showcasing creative thinking. Strong implementation, standout tactics, and impressive results made this a winning campaign.

BEST USE OF SEARCH THIRD SECTOR / NOT FOR PROFIT: SMALL — WINNER —

CLEARWATER AGENCY & ROYAL CHILDREN'S FOUNDATION
RAISING FUNDS & AWARENESS

We were impressed with the clear and detailed target audience strategy, combined with creative and precise implementation, which delivered outstanding results across donations, organic traffic, and SEO rankings. The ambitious scope, effective use of resources, and transparent reporting make this entry a well-deserved winner.

BEST USE OF SEARCH THIRD SECTOR / NOT FOR PROFIT: LARGE — WINNER —

PUSH & MUSLIM HANDS
RAMADAN 2025 CAMPAIGN

With a robust strategy, smart and creative PPC execution, and record-breaking results achieved under strict constraints, this campaign is a standout example of sharp execution delivering measurable success and real client impact.

BEST USE OF SEARCH THIRD SECTOR / NOT FOR PROFIT: LARGE — SILVER —

TOMORROWMEN & SENIORWEB
AUTOMATED AI-WORKFLOW FOR TRANSFORMING TEXT-BASED TUTORIALS TO INTUITIVE VIDEO EXPLANATIONS

Brilliant efficiency and a huge societal impact achieved on a minimal budget, this entry stands out as a remarkable example of scalable, impactful problem-solving in the non-profit sector.

BEST USE OF SEARCH B2B (SEO): SMALL — WINNER —

QUIRKY DIGITAL & MAXCONTACT AUSTRALIA
GETTING STRATEGIC WITH CUSTOMER ENGAGEMENT INTENT

Quirky Digital provided a clear, focused campaign that smartly moved the client from branded reliance to high-intent, non-branded visibility. There was strong technical execution, targeted content, and local link building that delivered impressive results on a modest budget. The audience insight and innovative use of a point allocation matrix added real strength to an effective, well-rounded campaign.

BEST USE OF SEARCH B2B (SEO): LARGE — WINNER —

MEGANTIC & CAPITAL EQUIPMENT HIRE
SCRUBBING UP SEARCH TO DRIVE LEADS AND PURCHASES

A strategically strong, high-performing campaign balancing technical SEO with commercial impact. Innovative solutions to platform limitations, clear audience targeting, and holistic execution drove impressive lead and sales growth, with ROI clearly demonstrated.

BEST USE OF SEARCH B2B (PPC): SMALL — WINNER —

TIDAL & BRITISH FOSSILS
FOSSIL FUELLED GROWTH

Tidal impressed with their clear, engaging storytelling that highlights how building from scratch and educating a non-digital client drove exceptional results and real business impact.

BEST USE OF SEARCH B2B (PPC): LARGE — WINNER —

HALLAM & FORA
REDEFINING B2B SEARCH IN THE WAKE OF A REBRAND

An expertly executed search campaign with clear KPIs, It demonstrates strong integration with broader brand activity, particularly DOOH, and provides a thorough breakdown of what drives the results.

BEST USE OF SEARCH B2B (PPC): LARGE — SILVER —

INTREN & GLS HUNGARY
AGILE B2B LEAD GENERATION IN RAPIDLY CHANGING MARKET CONDITIONS

A strategically delivered campaign that aligned with GLS' overall goals, tackling business and channel challenges, delivering strong ROI, and excelling in a competitive market amid the merger.

BEST USE OF SEARCH B2C (SEO): SMALL — WINNER —

RE:SIGNAL & ASICS
ON THE RIGHT TRACK: RUNNING TOWARDS EXCELLENCE

BEST USE OF SEARCH B2C (SEO): LARGE — WINNER —

BORD GÁIS ENERGY
POWER IN COMPARISON: SEO THAT CONVERTS AT SCALE

BEST USE OF SEARCH B2C (PPC): SMALL — WINNER —

SPICY WEB & MS FRANKIE
TABLE FILLED, GLASS RAISED: EVENTFUL PPC SUCCESS

A globally scaled B2C SEO campaign with strong agency-client collaboration, deep SEO expertise, and outstanding business growth for ASICS across Europe.

Bord Gais Energy achieved their objectives without any paid media spend and in a highly-regulated sector. This is great work for the client, the comparison sites are not easy. They achieved great results on limited budget. They managed to demonstrate well how SEO can be used to shift consumer behaviour, build trust, and drive commercial success within a regulated industry.

This campaign shows how a small business can achieve an outsized impact with a tight, integrated approach. By transforming authentic brand content into platform optimised ads, they have bridged the gap between a vibrant offline reputation and measurable online performance. The campaign was clearly well-managed from start to finish.

BEST USE OF SEARCH B2C (PPC): LARGE — WINNER —

S360 & BAUHAUS

BUILDING A PAID SEARCH POWERHAUS

A well-executed, data-driven campaign that transformed the complexity of a large inventory into a true performance driver, with clear KPIs and a smart budget split delivering measurable impact.

BEST USE OF SEARCH HEALTH: SMALL — WINNER —

SOMEBODY DIGITAL & NEXTCARE

LOCAL CARE, EVERYWHERE

A beautifully executed, data-driven campaign with clear strategy and thoughtful planning. Smart location-based restructuring, budget efficiencies, and diversification into Bing, combined with real-time data usage, delivered strong SEO and paid results alongside impressive revenue and bookings.

BEST USE OF SEARCH HEALTH: LARGE — WINNER —

BLUERANK & ALAB LABORATORIA

SEAMLESS SEO MIGRATION FOR GROWTH

A highly thorough and innovative medical migration campaign that combines technical precision with strong content quality, delivering impressive results in a complex health-sector landscape.

BEST USE OF SEARCH AUTOMOTIVE: SMALL — WINNER —

TIDAL DIGITAL & ROLLS-ROYCE

THE POWER BEHIND THE PRESTIGE

A strong, well-structured luxury campaign that effectively combines branded audience targeting with performance goals, using creative lookalike solutions and delivering convincing, ROI-driven results.

BEST USE OF SEARCH AUTOMOTIVE: LARGE — WINNER —

FOLLO & CROP

FROM LOCAL GARAGE TO EUROPEAN POWERHOUSE: AI-DRIVEN SEARCH GROWTH

This campaign showcased a highly innovative use of AI, automation, and advanced data techniques, with a well-integrated approach across paid, organic, and content strategies. The implementation was creative and technically impressive, delivering excellent results, strong ROI, and clear evidence of strategic impact.

BEST USE OF SEARCH AUTOMOTIVE: LARGE — SILVER —

FINGERSPITZ & LOUWMAN

DRIVING €5.7M IN USED CAR SALE

With a limited budget, Fingerspritz demonstrated creative, out-of-the-box thinking, a deep understanding of the target audience, and a smart, test-driven approach. The engaging strategy and impressive ROI make this a truly standout entry.

BEST USE OF SEARCH REAL ESTATE & PROPERTY: SMALL — WINNER —

GROW UP DIGITAL & ZIERKIES UND SPLITT

DIGGING UP UNTAPPED GARDEN DEMAND

A standout campaign with a creative approach to overcoming challenges, from innovative use of imagery and AB testing to advanced techniques like N-gram analysis and generative AI. The result was an impressive performance, exceeding objectives and delivering a revenue increase.

BEST USE OF SEARCH REAL ESTATE & PROPERTY: LARGE — WINNER —

SC ASSET & NERDOPTIMIZE

THE LIVING-SOLUTIONS SEO ENGINE: TRANSFORMING DIGITAL FOOTPRINTS INTO HOMEOWNER JOURNEYS

A fantastic holistic campaign that blended technical SEO, scalable content, and cultural insight to deliver impressive traffic, conversions, and ROI. A standout example of innovation, precision, and measurable success.

BEST USE OF SEARCH FMCG: SMALL — WINNER —

TOS & KOTEX

TOS impressed with the way they sensitively navigated and managed such a challenging subject while achieving outstanding results. With an AI-driven content strategy rooted in audience insight and innovative use of forums and social research, it delivered exceptional growth and a boost in top keyword rankings, proving the power of empathetic, data-led creativity.

BEST USE OF SEARCH FMCG: LARGE — WINNER —

PUBLICIS MEDIA & TOBLERONE (MONDELEZ)

MISSION IMPOSSIBLE: HIJACK SERPS TO RANK NO.1 FOR ANYTHING BUT CHOCOLATE?

An inspiring campaign demonstrating exceptional cross-channel synergy and creative search strategy. Outstanding integration of SEO, PPC, PR, and content delivered top rankings and impressive results, achieving remarkable relevance in a short timeframe.

BEST USE OF SEARCH FASHION: SMALL — WINNER —

BOUNDLESS DIGITAL & SUITSUPPLY

HUMAN-LED, AI-POWERED: SCALING A GLOBAL FASHION BRAND

An innovative campaign that combined AI-driven content scaling with smart budget management and human oversight, delivering outstanding traffic and revenue growth through a scalable, replicable SEO model.

BEST USE OF SEARCH FASHION: LARGE — WINNER —

S360 & SKORINGEN

STEPPING UP THE SEO GAME

A standout campaign that smashed goals with clear results, combining real-time AI-powered demand mapping, dynamic market adaptation, and smart local fulfilment solutions. Impressive use of GenAI and automation to drive SEO revenue at scale – an exciting, forward-thinking strategy that truly delivered.

BEST LOCAL CAMPAIGN (SEO): SMALL — WINNER —

STARS OF THE NET & SANITAIRSUPERSHOP

VOICE SEARCH INNOVATION FOR LOCAL SEO STRATEGIES

Pioneering use of AI to optimise voice search, delivering both innovation and measurable business impact. By blending voice search with local SEO through the impressive "Near Me" tool, the campaign showcased strong technical execution and clear objectives. A well-rounded and highly innovative approach.

BEST LOCAL CAMPAIGN (SEO): LARGE — WINNER —

HONEST DIGITAL & CADILLAC MARIN

FROM DIGITAL OBSCURITY TO DIGITAL DOMINANCE

This campaign is a powerhouse example of local SEO done right. Transforming a site from invisible to dominant in one of the most competitive U.S. automotive markets, without linkbuilding and on a limited budget, is remarkable. An increase in organic conversions, massive gains in calls and form submissions, and rankings against tough local rivals prove this team didn't just grow traffic, they turned searchers into customers.

BEST LOCAL CAMPAIGN (PPC): SMALL — WINNER —

SOMEBODY DIGITAL & NEXTCARE

LOCAL CARE, EVERYWHERE

A smart, innovative campaign that turned complex challenges into clear playbooks, using real-world health data for dynamic bid optimisation to deliver transparent results and measurable financial growth.

BEST LOCAL CAMPAIGN (PPC): LARGE — WINNER —

ADWISE & CONTINU PROFESSIONALS

20% MORE APPLICATIONS WITH HYPERLOCAL AUTOMATION AND LOCALIZATION

This campaign demonstrates a smart, data-driven strategy that made the most of a modest budget through clever integrations and hyper-localised automation. Sharp execution delivered impressive results and tangible business growth.

BEST LOW BUDGET CAMPAIGN (SEO): SMALL — WINNER —

UNNAMED PROJECT & LANA SKYN

OUTSMARTING THE COMPETITION, NOT OUTSPENDING

A fantastic campaign that demonstrates impressive creativity and strategic thinking, integrating SEO into both content and clinical practice to drive strong traffic, conversions, and client trust. The phased approach, clear objectives, and tangible results make this a remarkable and standout winner.

BEST LOW BUDGET CAMPAIGN (SEO): LARGE — WINNER —

MEGANTIC & HARDTUNED US

OPTIMISED TO OVERTAKE: A HIGH-SPEED SEO JOURNEY

A masterclass in making every dollar count. This team turned major constraints into an opportunity, delivering extraordinary SEO growth, far surpassing ambitious targets, through smart strategy, custom technical work, and relentless focus. Proof that true excellence comes from ingenuity, not budget.

BEST LOW BUDGET CAMPAIGN (PPC): SMALL — WINNER —

TIDAL & BRITISH FOSSILS

FOSSIL FUELLED GROWTH

A highly impressive campaign that excelled in both strategy and creativity. By combining precise targeting with innovative, visually impactful work, it delivered exceptional registrations, customers, and sales well beyond its KPIs, showcasing a clear understanding of the brief and strong results.

BEST LOW BUDGET CAMPAIGN (PPC): LARGE — WINNER —

PS:DIGITAL & SLOVAK MEDIA MONITOR

HOW WE HAVE HELPED TO SAVE SLOVAK DEMOCRACY

With a clear fundraising objective, authentic creative approach, and a clever workaround for Meta's targeting limitations, this campaign not only optimised daily with precision but also achieved outstanding results and demonstrated a strong proof of social impact.

BEST INTEGRATED CAMPAIGN: SMALL — WINNER —

TIDAL DIGITAL & DUBAI INTERNATIONAL BOAT SHOW

ANCHORED IN EXCELLENCE

This campaign is a highly effective, full-funnel strategy that diversified channels and delivered real impact. Smart budget management, strong client collaboration, and a focus on meaningful results made this a standout campaign.

BEST INTEGRATED CAMPAIGN: SMALL — SILVER —

SOMEBODY DIGITAL & APPRISS RETAIL

REDEFINING HOW TO REACH ENTERPRISE RETAILERS

A truly integrated, persona-driven B2B strategy that combined LinkedIn, Google, CRO, and analytics to deliver exceptional results. With precise targeting, higher-quality leads, and outstanding ROI, this innovative approach set a new benchmark for effective and scalable growth.

BEST INTEGRATED CAMPAIGN: LARGE — WINNER —

WOLFGANG DIGITAL & HORSEWARE IRELAND

FROM DARK HORSE TO PRIZED PONY

An innovative, fully integrated campaign using PriceShape, CRM, and first-party data to solve the "frenemy" problem, drive international DTC growth, and deliver exceptional results.

MOST INNOVATIVE CAMPAIGN (SEO): SMALL — WINNER —

STARS OF THE NET & SANITAIRSUPERSHOP

VOICE SEARCH INNOVATION FOR LOCAL SEO STRATEGIES

A highly innovative and creative campaign that combined local relevance with AI-assisted discovery to capture high-intent queries. Thoughtful execution and smart operational touches delivered strong results and impressive business impact.

MOST INNOVATIVE CAMPAIGN (SEO): LARGE — WINNER —

REFYNE AGENCY & BAHNE

DOING A SEO HEIST TO RANK FAST FOR ANY SEASONAL PEAK

A standout campaign for the creativity with data and innovative use of advanced modelling, delivering exceptional results despite budget limitations. By leveraging multivariate regression in a smart, resourceful way, the team gained a clear competitive advantage against much larger industry players, a truly impressive achievement.

MOST INNOVATIVE CAMPAIGN (PPC): SMALL — WINNER —

JUDELUXE & UK SOCCER SHOP

FROM CHAOS TO CONTROL ACROSS 5M SKUS

An impressive project delivering scale and performance uplift, winning client confidence and positioning PPC as a key business driver, with responsiveness that shows deep understanding of the client.

MOST INNOVATIVE CAMPAIGN (PPC): LARGE — WINNER —

PRECIS & HOMEROOM

FROM ROAS TO REAL PROFIT: AUTOMATING FOR NET PROFIT GROWTH

Superb use of data to dynamically adjust bids based on live profitability, leveraging proprietary modelling to drive strong results. The approach also enabled smarter budget negotiations, highlighting both innovation and measurable impact.

BEST GLOBAL SEO CAMPAIGN: SMALL
— WINNER —

RE:SIGNAL & ASICS
ON THE RIGHT TRACK: RUNNING TOWARDS EXCELLENCE

A well-structured and insightful campaign. The clear process, strong data visuals, and seamless collaboration between content and technical SEO stood out. Delivering impactful results across eight markets shows impressive strategic thinking and execution, a truly deserving winner.

BEST GLOBAL SEO CAMPAIGN: LARGE
— WINNER —

MRS DIGITAL & LV=
A WINNING POLICY

A well-planned and executed campaign that focused on quality over quantity, streamlining content, tailoring messaging, and delivering maximum impact with fewer, more targeted keywords.

BEST GLOBAL SEO CAMPAIGN: LARGE
— SILVER —

CHAIN REACTION
DRIVING MODERN ECOMMERCE SEO WITH AI AND INNOVATION

A comprehensive campaign that combined AI clustering with human-in-the-loop review to build a full organic presence demonstrating scale, deep localisation, innovation, and tangible results.

BEST GLOBAL PPC CAMPAIGN: SMALL
— WINNER —

SPONSORED BY Diginius

SOMEBODY DIGITAL & OKTA
SMARTER BIDDING, STRONGER RETURNS

A brilliant and technically sophisticated campaign that mastered complex paid search across global markets. By integrating offline revenue data into Google Ads, it has delivered standout innovation and exceptional results, a truly impressive campaign.

BEST GLOBAL PPC CAMPAIGN: LARGE
— WINNER —

SPONSORED BY Diginius

S360 & JYSK
AI-POWERED FEED OPTIMISATION AT SCALE

s360 stands out for its clear communication and thoughtful test-and-learn approach. The rigorous testing and effective use of AI and data to enhance paid and organic product feeds demonstrate both innovation and discipline.

BEST USE OF CONTENT MARKETING: SMALL
— WINNER —

ANOTHER CONCEPT & RUGBYPASS
THE TOP 100 MEN'S RUGBY PLAYERS

A highly impressive entry that combined a unique concept with smart data use. Executed on a small budget, it delivered a global reach, sustained engagement, and had a strong SEO impact, showcasing a truly holistic and award-worthy strategy.

BEST USE OF CONTENT MARKETING: SMALL
— SILVER —

AEK MEDIA & CDLA
YOU HAVE THE RIGHT TO REMAIN VIRAL

An outstanding content-led campaign that leveraged expert authority and smart distribution to deliver major gains in visibility, featured snippets, and organic leads. With a broad, strategic approach to content marketing, it achieved impressive results and set a standout example in the space.

BEST USE OF CONTENT MARKETING: LARGE
— WINNER —

WEB2MEDIA & BJARNE NIELSEN
LEADING THE CHARGE IN THE EV-MARKED

A pioneering, insight-led campaign leveraging the custom "Search Demand Overview" to identify trends, solve industry challenges, and exceed ambitious goals, while creating strong synergy across Google Search and YouTube.

BEST USE OF PR IN A SEARCH CAMPAIGN: SMALL
— WINNER —

VROOM DIGITAL & EPIC THE IRISH EMIGRATION MUSEUM
THE LOVE STORY BEFORE 'LOVE STORY': DRIVING LINKS THROUGH PR & STORYTELLING

An outstanding campaign that creatively leveraged a major cultural moment, driving impressive YoY increase in ticket sales and demonstrating the clear commercial impact of well-defined goals, strategy, and execution.

BEST USE OF PR IN A SEARCH CAMPAIGN: LARGE
— WINNER —

IMPRESSION & THE CORNISH COMPANY
SCONE VIRAL - DISRUPTING THE UK'S CHRISTMAS DINNER

A creative, culturally insightful campaign that drove national buzz, sold-out stock in 48 hours, and built strong media coverage, backed by clear metrics and robust testing.

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: SMALL
— WINNER —

DEVIATION & BULLYBILLOWS
A 'SEARCH EVERYWHERE®' STRATEGY TO DEVELOP 'BRAND' SEARCH

A brilliantly creative and strategic campaign. Using TikTok as a discovery engine and Google as the conversion layer was inspired, and their search-informed creator briefs built powerful synergy between content and conversion. Smart repurposing, upskilling, and intent-focused strategy drove impressive results. This is an outstanding achievement.

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: LARGE
— WINNER —

IPROSPECT & ARLA FOODS
WHEN DEMAND DROPS, WE GENERATE IT OURSELVES

A strong, innovative campaign that turned challenges into opportunities. Smart trend monitoring, demand creation, and clear SMART goals drove impressive uplift, an excellent example of strategic creativity in action.

BEST USE OF DATA (SEO): SMALL
— WINNER —

SEMGURU & LOU
INNOVATIVE USE OF DATA SEO IN FASHION INDUSTRY

A strong all-round campaign that delivered impressive eCommerce growth from almost zero non-brand traffic. By using AI and data to uncover niche opportunities, the team drove significant increases in rankings, traffic, and engagement, achieving outstanding results with limited resources.

BEST USE OF DATA (SEO): LARGE
— WINNER —

FOLLO & DECATHLON
SCALING FILTERED LISTING PAGES ACROSS EUROPE

This campaign showcased true large-scale, data-led SEO excellence. We were impressed by the innovative Python-based automation, creative use of programmatic SEO, and the ability to handle complex technical challenges at scale. With clear objectives, measurable KPIs, and outstanding results, it stood out as a fantastic, well-executed campaign.

BEST USE OF DATA (PPC): SMALL
— WINNER —

UP BLUE & KARPIOWEGRATY.PL
PERFORMANCE MAX CAMPAIGNS

An enterprise-grade AI search solution delivering strong results, combining comprehensive features such as monitoring, workflow automation, and strategic insights to enhance visibility, brand control, and overall search performance.

BEST USE OF DATA (PPC): SMALL
— SILVER —

JUDELUXE & UK SOCCER SHOP
FROM CHAOS TO CONTROL ACROSS 5M SKUS

JudeLuxe showcases a disciplined approach, with consolidation, restructuring of multiple campaigns, and a move to POAS, resulting in strong performance and impressive results.

BEST USE OF DATA (PPC): LARGE
— WINNER —

REFYNE AGENCY & BESTSELLER
REDEFINING ECOM PPC WITH PREDICTIVE RETURNS PRECISION AT GLOBAL SCALE

A world-class campaign that showcases how advanced data and technology can deliver a transformative impact. Technically ambitious and commercially powerful, this campaign tackles a global fashion e-commerce challenge and achieved outstanding results.

BEST CANADIAN SEO CAMPAIGN
— WINNER —

EXPOSURE NINJA & THE ORDINARY
395% ROI: SCIENCE-BACKED SKINCARE, SEO-BACKED RESULTS

A truly standout campaign that redefined SEO as a growth engine. By fusing customer psychology with innovative, AI-driven optimisation, the team delivered a remarkable ROI while navigating strict brand and legal constraints with creativity and agility. This is a benchmark example of how smart, future-focused SEO can drive both traffic and significant revenue impact.

BEST CANADIAN PPC CAMPAIGN
— WINNER —

TELUS ONESEARCH
HIGH STAKES PUREFIBRE INTERNET SEM CAMPAIGN

An outstanding campaign that expertly executed an impressive paid strategy, leveraging brand personas for precise targeting. Strategically disciplined and highly efficient, Telus has achieved results-driven outcomes, a truly credible and award-winning campaign.

BEST CANADIAN PPC CAMPAIGN
— SILVER —

PORTER NOVELLI CANADA & STIHL CANADA
POWER TOOLS FOR ALL YOUR NEEDS

A fantastic campaign showcasing a well-orchestrated full-funnel strategy. With a holistic approach integrating Paid, Organic, and loyalty, it delivered outstanding results that far exceeded targets.

BEST US SEO CAMPAIGN
— WINNER —

EXPOSURE NINJA & DSLD MORTGAGE
LOCAL TO NATIONAL SEO STRATEGY THAT OUTRANKED THE BANKS

This is a complex campaign in a highly competitive sector that delivered incredible results through a clear, multi-touch strategy, with strong SEO technical innovation, and close collaboration with the business side. A brilliantly executed and truly impressive campaign.

BEST US PPC CAMPAIGN
— WINNER —

EXPOSURE NINJA & DSLD MORTGAGE
PPC THAT BEAT THE BANKS: 9,500+ MORTGAGE LEADS IN 12 MONTHS

A perfectly executed campaign in a highly competitive market, with clear planning, smart borrower segmentation, strong PPC-CRM integration, and continuous CRO focus that drove real conversion improvements.

BEST MENA SEO CAMPAIGN
— WINNER —

DISCOVERING AUTHORITY
AAWSAT'S AI-LED SEO REVOLUTION

We were impressed with the exceptional execution and clear strategy of this campaign, combining innovative AI-driven solutions, SEO integration, and client education to deliver outstanding, quantifiable results. With a low budget, the team achieved remarkable growth, and their targeted optimisation, data-led approach, and comprehensive workflows set a benchmark for effective, sustainable performance.

BEST MENA PPC CAMPAIGN
— WINNER —

CHAIN REACTION & TOMMY HILFIGER
CONQUERING THE PEAK SEASON POWER PLAY

An impressive MENA-specific PPC campaign that exceeded all KPIs, built on strong data and customer insight, with precise full-funnel execution across search and social.

BEST APAC SEO CAMPAIGN
— WINNER —

PATHFINDER MARKETING & LITTLE SHOP OF HAPPINESS
FROM SIDE HUSTLE TO GIFT HAMPER POWERHOUSE

Congratulations to Pathfinder on achieving their objectives and helping to rebuild this brand, despite all constraints. This is great work and really clever importing stuff from the sister brand to build out product pages. They provided, clear objectives, modest budget and outstanding results; which was excellent example of agile SEO execution. This is a fantastic and inspiring case of how to maximise the outcome with tight deadlines and budget restrictions.

BEST APAC PPC CAMPAIGN
— WINNER —

CRYSTAL MARKETING & FINANCEEZI
GOOGLE ADWORDS CAMPAIGN

Crystal Marketing has provided an exceptional campaign that showcases not only technical precision but also a creative approach to solving complex challenges. The campaign's results far exceeded expectations, reflecting a deep understanding of the target audience and highly effective execution.

BEST UK SEO CAMPAIGN
— WINNER —

WOLFGANG DIGITAL & JAMESON UK
OUT WITH THE OLD FASHIONED. IN WITH NEW SEO.

A forward-thinking campaign that tackled complex international SEO challenges with AI-driven insights, creative schema, and cultural hubs, delivering standout results and a unique client voice.

BEST UK SEO CAMPAIGN — SILVER —

MRS DIGITAL & LV=
A WINNING POLICY

MRS Digital delivered a highly professional SEO campaign, using semantic clustering, smart prioritisation, and paid search insights to reclaim competitive visibility and achieve page-one rankings despite compliance and organisational challenges.

BEST UK PPC CAMPAIGN — WINNER —

EXPOSURE NINJA & AGE CARE BATHROOMS
FROM STAGNATION TO SCALE WITH AI-POWERED PPC

A standout campaign that blended AI-driven innovation with human insight, leveraging full-funnel CRO, segmented nurturing, and thoughtful touchpoints throughout the journey. It delivered strong results while combining precision, empathy, and creativity.

BEST UK PPC CAMPAIGN — SILVER —

HALLAM & WORKBOOKS
THE NO BS CRM

A brilliantly disruptive campaign that combined smart audience segmentation with a diverse mix of channels and approaches. It enabled Workbooks to punch far above its weight, standing out in a market dominated by global CRM giants.

BEST EUROPEAN SEO CAMPAIGN — WINNER —

FOLLO & DECATHLON
SCALING FILTERED LISTING PAGES ACROSS EUROPE

An impressive and innovative project. Follo have tackled a complex challenge with smart automation, unlocking millions of new search opportunities at scale. The filter-to-keyword logic and collaborative local execution were standout elements, making this a truly exceptional achievement.

BEST EUROPEAN SEO CAMPAIGN — SILVER —

RE:SIGNAL & ASICS
ON THE RIGHT TRACK: RUNNING TOWARDS EXCELLENCE

A remarkable achievement demonstrating consistency across content, technical SEO, and localisation at scale. Overcoming CMS challenges, resolving indexation issues, and driving impressive international growth for a large corporate client is no small feat, they have managed to exceed targets and deliver outstanding revenue-focused results.

BEST EUROPEAN PPC CAMPAIGN — SILVER —

SOMEBODY DIGITAL & UPCLOUD
DELIVERING CUSTOMER CONVERSION & VOLUME

A highly impressive PPC campaign that delivered strong results under client pressure, using clear analysis, data-driven insights, and smart solutions to excel in a complex, competitive market.

BEST USE OF AI FOR DATA — WINNER —

MAYFLOWER
UNIVERSAL KEYWORD RESEARCH LEVERAGING AI

Mayflower created a technically sophisticated project that combined AI and human expertise to deliver scalable keyword classification with precision, strategic impact, and long-term global SEO value.

BEST USE OF AI IN SEARCH — WINNER —

TOMORROWMEN & SENIORWEB
AUTOMATED AI-WORKFLOW FOR TRANSFORMING TEXT-BASED TUTORIALS TO INTUITIVE VIDEO EXPLANATIONS

An innovative, empathetic campaign using AI to transform text tutorials into intuitive videos for seniors, enhancing accessibility while reducing production time and delivering clear social impact.

BEST USE OF AI IN PPC — WINNER —

SPONSORED BY ClickTech

PRECIS & NA-KD
PROFITABILITY AT SCALE: REINVENTING SEM WITH AI & ATTRIBUTION

A transparent, results-focused initiative that boosted profitability and savings through excellent AI use, combining technical expertise with sharp business insight.

BEST USE OF AI IN CONTENT — WINNER —

FOLLO & HG
SWEEPING THE SERPS - HOW HG LEVERAGED AI & AUTOMATION TO CLEAN OUT COMPETITORS

An exceptionally well-crafted campaign that showcased innovative AI use on a limited budget. The clear problem-based SEO strategy, detailed step-by-step walkthrough, and strong technical depth, from scraping to clustering and automation, stood out, with powerful results that reflected their meticulous planning and execution.

BEST SOFTWARE INNOVATION — WINNER —

ADTHENA'S ASK ARLO
AI-POWERED INSIGHTS TO OPTIMIZE SEARCH CAMPAIGNS

An intuitive conversational AI that turns complex search data into actionable insights. Seamlessly integrated with existing workflows, it empowers marketers to optimise Google Ads, streamline bidding, and overcome key search marketing bottlenecks.

BEST SOFTWARE INNOVATION — SILVER —

TRUECLICKS MCP
THE FREE AI-POWERED PPC WORKFLOW ENABLER

An innovative and unique application of LLMs with live Google Ads data. The combination of solid technical execution, strong user experience, and thoughtful distribution makes this a highly useful and impactful solution for marketers.

BEST GLOBAL SEO SOFTWARE SUITE — WINNER —

GDDASH BY NEWZDASH

GDdash by NewzDash have provided an innovative and cost-efficient solution with a clear breakdown of features, USPs, and benefits. The tools effectively solve real problems, save time, and offer intuitive visualisations, a brilliant resource for the next wave of SEOs and Digital PR professionals.

BEST AI SEARCH SOFTWARE SOLUTION — WINNER —

SEARCH ATLAS
OTTO

A scalable, end-to-end AI search solution with strong validation, measurable impact, and genuine automation that drives SEO and PPC performance.

BEST GLOBAL PPC MANAGEMENT SOFTWARE SUITE — WINNER —

OPTMYZR
FUELING PPC EFFICIENCY THROUGH AI INNOVATION

A highly innovative software suite showcasing AI-driven features across multiple platforms. Strong positioning, unique tools like the Cross-Channel PPC Investigator, and clear visuals made the software's impact and versatility easy to understand, an impressive and forward-thinking submission.

BEST GLOBAL SEARCH SOFTWARE TOOL — WINNER —

TRUECLICKS
NEVER MISS AN ISSUE OR OPPORTUNITY AGAIN

Unique opinionated scoring gives clear direction, prevents wasted spend, and solves real PPC pain points with excellent workflow integration and strong customer validation.

BEST GLOBAL IN-HOUSE TEAM — WINNER —

TELUS ONESEARCH
OPTIMIZING CAMPAIGNS, TRANSFORMING COMPANY CULTURE

TELUS ONEsearch demonstrates enterprise-scale transformation through in-housing search, unifying teams, and prioritising shared KPIs, supported by strong cultural buy-in and thought leadership.

BEST GLOBAL IN-HOUSE TEAM — WINNER —

MORNINGSTAR SLEEPS
BOOSTING REVENUE WHILE LOWERING RETURNS THROUGH DATA-DRIVEN INSIGHTS

A high-performing in-house team delivering agile, innovative, and effective strategies. Their customer-first, data-led approach drove strong commercial impact and improved customer experience.

BEST GLOBAL START-UP AGENCY — WINNER —

SPONSORED BY tribe GLOBAL

APERITIF

A unique, passionate agency delivering excellent results. Strong financial and growth metrics, a human-first model, and a promote-from-within culture showcase an outstanding team focus and impressive achievements.

BEST GLOBAL SMALL SEO AGENCY — WINNER —

APERITIF

With ambitious objectives, strong commercial results, and bold innovation using AI and ChatGPT, Aperitif has shown how a lean, expert team can rival larger agencies. Their client-focused model, clear strategy, and wider positive impact make this agency a standout winner.

BEST GLOBAL LARGE SEO AGENCY — WINNER —

REBOOT ONLINE

A bold, forward-thinking agency that showcases true innovation. The AI experiments and diversification of services demonstrate strategic vision and adaptability, their strong results, from revenue growth to industry impact, show they're not just responding to change but actively shaping the future of SEO.

BEST GLOBAL SMALL PPC AGENCY — WINNER —

SPONSORED BY Diginius

ROOTS NETWORK

Despite being a small agency, Roots Network showcase an impressive client list and clear objectives, with a strong breakdown of features, USPs, and solution benefits.

BEST GLOBAL LARGE PPC AGENCY — WINNER —

SPONSORED BY Diginius

IMPRESSION

A well-rounded, impressive agency balancing commercial success with strong employee focus. Thoughtful account management, rapid PPC growth, and a mix of automation and creativity showcase strategic excellence, while B Corp status and team retention highlight admirable values.

BEST GLOBAL SMALL INTEGRATED SEARCH AGENCY — WINNER —

SPONSORED BY PIMENTO.

AIMCLEAR®
GREAT MARKETING THRIVES ON DISRUPTION

A standout agency showcasing exceptional AI integration and human expertise. Innovative tools, creative strategies, and measurable revenue growth highlight adaptability, leadership, and a commitment to community education. An impressive blend of creativity and business impact.

BEST GLOBAL SMALL INTEGRATED SEARCH AGENCY — SILVER —

SPONSORED BY PIMENTO.

GMS MEDIA GROUP

A well-rounded, strategically clear agency with strong performance metrics and creative execution. Excellent hybrid model, detailed objectives, and milestones demonstrate scalable, integrated work and impressive results. Well done!

BEST GLOBAL LARGE INTEGRATED SEARCH AGENCY — WINNER —

WOLFGANG DIGITAL

A standout campaign showcasing exceptional integrated search expertise. The thorough objectives, impressive Horseware case study, and innovative use of custom GPTs highlighted deep strategic insight and execution. They have demonstrated remarkable eCommerce expertise and impact.

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