UK SEARCH AWARDS

IN ASSOCIATION WITH Diginius

# THE JUDGES THOUGHT...

**BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO): SMALL**

*WINNER*

### Absolute Digital Media & Mega Pleasure

An exceptional digital PR campaign that truly stands out for its outstanding implementation. The link-building strategy was particularly impressive, especially considering the highly competitive nature of this vertical. Achieving such strong results within the given budget is a testament to the team's strategic expertise and professionalism. The agency's ability to deliver E-EAT was critical to the campaign's success, setting a high standard for digital PR excellence.

**BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO): LARGE**

*WINNER*

### Evoluted & Puckstop

The insightful use of customer data to refine the site and enhance the user journey is impressive, leading to significant outcomes. By taking a holistic approach, the team demonstrated a profound understanding of modern SEO and its invaluable impact on client success.

PROUDLY SPONSORED BY Diginius

**BEST USE OF SEARCH - RETAIL / ECOMMERCE (PPC): SMALL**

*WINNER*

### outbloom & Vinterior

outbloom exemplifies thinking outside the box, successfully navigating constraints to achieve impressive results. The strategy and execution aimed at growing average order value are particularly noteworthy, demonstrating creativity and resourcefulness. The outstanding outcomes for the client highlight the effectiveness of this approach.

**BEST USE OF SEARCH - RETAIL / ECOMMERCE (PPC): LARGE**

*WINNER*

### Genie Goals & Hughes

A truly impressive achievement that highlights the power of a well-executed strategy! The incorporation of COGS into the overall plan reflects a thoughtful, data-driven approach that clearly contributed to the fantastic results. The use of MaxP was a masterstroke, adding significant value and enhancing the campaign's effectiveness. The strategic integration of search campaigns demonstrated careful design, leading to better results through precise targeting and optimisation.

**BEST USE OF SEARCH - FINANCE (SEO): SMALL**

*WINNER*

### Honchō & Wealthify

Honchō impressively showcases a diverse range of content, with particularly outstanding results for their blog. The team's ability to navigate the challenges presented by an unexpected election demonstrates their adaptability and strategic thinking. The ongoing client retention highlights the effectiveness of their efforts and commitment to delivering value.

**BEST USE OF SEARCH - FINANCE (SEO): LARGE**

*WINNER*

### MRS Digital & LV=

MRS Digital's objectives were well-aligned with their commercial goals. The campaign was backed by thorough keyword research and planning, which clearly stood out. We were impressed by the audits and how the strategy evolved from them. Given the modest budget, the results are even more remarkable!

**BEST USE OF SEARCH - FINANCE (PPC): LARGE**

*WINNER*

### Equimedia & LifeSearch

Equimedia showcases excellent work in persona analysis, with a level of detail that truly stands out. The campaign build is robust and strategically sound, leading to impressive results for the client. The effective use of data throughout the process highlights a strong analytical approach. This campaign is a fantastic example of combining thorough research with successful execution

**BEST USE OF SEARCH - TRAVEL / LEISURE (SEO): SMALL**

*WINNER*

### Bottled Imagination & Bókun

We were impressed by Bottled Imagination's creative approach to PR campaigns, which, while slightly removed from their core offering, remained highly relevant. This strategy effectively engaged diverse media outlets, boosting both search visibility and conversions through non-branded search terms. Exceeding their original targets was particularly impressive.

**BEST USE OF SEARCH - TRAVEL / LEISURE (SEO): LARGE**

*WINNER*

### Crafted & LeShuttle

Their implementation process was exceptionally strong and well-planned, which is crucial for this type of migration. This was clearly reflected in the results achieved. They thoroughly explored the rationale behind the rebranding, ensuring that this reasoning was the driving force behind all the changes.

**BEST USE OF SEARCH - TRAVEL / LEISURE (PPC): SMALL**

*WINNER*

### Jack.tm & OnTheBeach

Jack.tm impressed us with their effective use of scripts, achieving outstanding results through notable innovation. Despite working with a substantial budget, it was great to see that they didn't overlook the fundamental elements needed to build the campaign. It was truly impressive work to witness.

**BEST USE OF SEARCH - TRAVEL / LEISURE (PPC): LARGE**

*WINNER*

### StrategiQ & Lovat Parks

StrategiQ's application of audience targeting in collaboration with a third-party supplier, combined with a thoughtful geo-targeting approach, sets it apart. In an industry trend that often leans toward automated platform recommendations, it's refreshing to see the team take a manual approach by implementing numerous geo-fences. Integrating revenue results into the ad platform was a significant game changer and showcased the team's technical expertise and determination.

**BEST USE OF SEARCH – GAMING: SMALL**

*WINNER*

### Jack.tm & Super Dragon Punch Force 3

Jack.tm highlights an outstanding achievement, with the team securing amazing results despite the challenges of working with a client who had never developed a game before. The fantastic client feedback underscores the effectiveness of their approach. The exceptional integration of multiple platforms and the use of advanced analytics tools enabled well-informed decisions, leading to impressive outcomes. The incredibly successful launch, coupled with a detailed strategy, showcases the team's expertise and innovation.

**BEST USE OF SEARCH – GAMING: LARGE**

*WINNER*

### Checkd Media & Footyaccumulators.com

Checkd Media impressed us with their clear identification of the target audience and the detailed breakdown of their implemented strategy. We particularly appreciated the range of opportunities they explored to maximise the campaign's value. They provided strong examples of SEO tactics to drive E-E-A-T and deliver impactful results.

**BEST USE OF SEARCH - THIRD SECTOR / NOT-FOR-PROFIT: SMALL**

*WINNER*

### Climbing Trees & Essex Violence & Vulnerability Unit

This was an outstanding campaign, especially for such a worthy cause. The audience study and focus on a user-centred approach ensured that both quantitative and qualitative objectives were met. Although they encountered some challenges along the way, they overcame them by maintaining a clear vision from the outset.

**BEST USE OF SEARCH - THIRD SECTOR / NOT-FOR-PROFIT: LARGE**

*WINNER*

### Propellernet & Dogs Trust

The targeted approach of going beyond the typical audience of all dog owners to specifically engage men under a selected age range on Reddit was a brilliant strategy. The creative testing across various platforms showcases a commitment to innovation and effectiveness. Their well-coordinated use of diverse digital channels further amplifies the campaign's impact.

**BEST USE OF SEARCH - B2B (SEO): SMALL**

*WINNER*

### Bottled Imagination & Bókun

Bottled Imagination delivered excellent examples of contemporary digital PR executed with finesse. They developed a creative campaign that effectively demonstrated how PR can naturally generate links and enhance rankings. While the campaigns targeted topics with wider appeal, they still achieved improved rankings for B2B-related keywords.

PROUDLY SPONSORED BY fatjoe.

**BEST USE OF SEARCH - B2B (SEO): LARGE**

*WINNER*

### RS Group

RS Group impressed us by using their hypothesis-driven approach to shape the overall strategy, setting it apart from the competition. The technical focus on implementing AI for internal linking, coupled with log analysis, core web vitals, and server-side rendering, demonstrates a robust understanding of minimising potential negative impacts. Managing internal link building on such a large scale is no small feat, yet the team implemented smart, fast solutions while prioritising the best user experience.

**BEST USE OF SEARCH - B2B (PPC): SMALL**

*WINNER*

### Evolution Engineers & Aerial Direct

This campaign took an unconventional approach. It effectively reached its target audience and generated significant engagement, resulting in increased brand visibility. The strategic plan successfully addressed key objectives while fostering stronger connections within the community. The results were excellent, especially in a highly competitive market with formidable players.

**BEST USE OF SEARCH - B2B (PPC): LARGE**

*WINNER*

### RS Group

The team's ability to secure further commitment for future campaigns is inspiring, showcasing confidence in their strategy. Their creative solution to address missed opportunities with partner PLAs demonstrates forward-thinking and adaptability. Their approach of raising capital investment by engaging manufacturers to drive growth is a smart and resourceful strategy. This blend of innovation and strategic planning makes this campaign truly deserving of this recognition.

**BEST USE OF SEARCH - B2C (SEO): SMALL**

*WINNER*

### Somebody Digital & Lofta

This was a thorough campaign rich in data, and the results achieved were exceptional. To sustain success and continually improve over time is no easy feat but it was a truly fantastic effort with impressive outcomes to match. The data clearly aligned with the various components throughout the campaign.

**BEST USE OF SEARCH - B2C (SEO): SMALL**

*SILVER*

### Re:signal & ASICS

The results achieved were impressive. It was excellent to observe the correlation between activities and the various stages of the marketing funnel. It was refreshing to see a balanced approach that focused on enhancing existing content while exploring untapped opportunities. Congratulations on successfully integrating Paid and SEO strategies to attain such outstanding results!

**BEST USE OF SEARCH - B2C (SEO): LARGE**

*WINNER*

### Exposure Ninja & Age Care Bathrooms

This campaign brilliantly combines commercial goals with ethical commitments, positioning Age Care Bathrooms as a trustworthy, family-run business in a sensitive sector. Exposure Ninja's top-notch content strategy features SEO-optimised pages, a well-structured blog, and tailored resources, while bold digital PR efforts including a petition addressing government inaction on accessible housing, showcased creativity and effectiveness.

**BEST USE OF SEARCH - B2C (PPC): SMALL**

*WINNER*

### Cedarwood Digital & Salt Of The Earth

This was a well-managed and expertly executed project. Cedarwood achieved impressive performance improvements, especially considering the scale of the agency's service investment. It was a strong campaign overall, and we particularly appreciated how they utilised persona information to completely rewrite the ad copy.

**BEST USE OF SEARCH - B2C (PPC): LARGE**

*WINNER*

### FOUND & 1ST CENTRAL

This campaign stood out for its innovative use of the proprietary Everysearch™ framework, leveraging AI and machine learning for advanced audience segmentation. The strategy and execution were exceptional, surpassing sales targets and significantly lowering CPA, demonstrating both outstanding performance and adaptability.

**BEST USE OF SEARCH – HEALTH: SMALL**

*WINNER*

### Cedarwood Digital & Patient Claim Line

Cedarwood Digital portrays a solid content campaign expertly driven by business insights. The alignment with the brand is impressive, prioritising meaningful engagement over merely driving irrelevant traffic. The clearly defined audience enhances the campaign's effectiveness, ensuring that the content resonates with the right people.

**BEST USE OF SEARCH – HEALTH: LARGE**

*WINNER*

### EssenceMediacom & Absolute Collagen

EssenceMediacom exemplifies a comprehensive approach and an impressive mix of mediums, successfully going beyond the target audience initially provided by the client to introduce a valuable secondary audience. It's refreshing to see such a significant investment in earned media, especially in a landscape where competitors often prioritise paid strategies. Focusing on trust in a market like this is crucial, and the results clearly demonstrate the effectiveness of this approach.

**BEST USE OF SEARCH - AUTOMOTIVE: SMALL**

*WINNER*

### Honchō & Pentagon (Peugeot)

Honchō stands out for its clear, measurable objectives and well-defined target audience, which lay a strong foundation for success. The insightful research and content work demonstrates a deep understanding of both the market and the brand. The boot guide, in particular, serves as helpful content that is perfectly aligned with the brand's messaging and drives conversions effectively.

**BEST USE OF SEARCH - AUTOMOTIVE: LARGE**

*WINNER*

### TrunkBBI & Halfords

This was a solid foundational campaign that delivered impressive results. We found it to be a thorough and well-rounded piece of work, with the added bonus of connecting it to the broader business impact beyond just campaign metrics. It was clear that the team at TrunkBBI had thoughtfully considered the rationale behind the campaign.

**BEST USE OF SEARCH - REAL ESTATE & PROPERTY: SMALL**

*WINNER*

### Bind

Bind did an impressive job of rethinking their approach. Their focus on educating the client and having the boldness to challenge the original brief was key to the campaign's success. We were particularly impressed by their use of data analysis to refine their target audience, combined with an innovative strategy focused on views. They truly showcased a creative approach.

**BEST USE OF SEARCH - REAL ESTATE & PROPERTY: LARGE**

*WINNER*

### Reflect Digital & Greenwich Peninsula

This was a successful and well-documented campaign. We appreciated the strategy of leveraging both Paid and SEO to drive the campaign's success. It's impressive to see how thorough the process was in identifying the core campaign audiences, along with their behaviours, needs, pain points, and goals. This understanding is essential for ensuring the relevance and success of the campaign.

**BEST USE OF SEARCH – FMCG: SMALL**

*WINNER*

### Bottled Imagination & Protein Works

This campaign had ambitious objectives, and the budget was well-managed. Its focus on building brand authority and increasing branded search aligned perfectly with Protein Works' new brand direction. The strategy effectively raised awareness of Protein Works as a nutrition brand. By balancing PR campaigns with reactive PR, they achieved consistent coverage while also driving larger brand awareness efforts, boosting search visibility and engagement.

**BEST USE OF SEARCH – FASHION: SMALL**

*WINNER*

### Verde Digital & Lavish Alice

Verde Digital showcased impressive results stemming from a straightforward yet effective implementation of content creation and tagging. The clear breakdown of costs and targets sets a strong foundation, demonstrating thoughtful planning and transparency. The "revenge dress" concept is particularly clever, highlighting innovative thinking behind strategic decisions.

**BEST USE OF SEARCH – FASHION: LARGE**

*WINNER*

### The SEO Works

The SEO Works delivered strong business results and introduced an impressive idea by guiding the client into a new marketing area. Especially given the significant account restructuring required at the outset, this restructuring was clearly crucial and reflected in their positive results!

**BEST LOCAL CAMPAIGN (SEO): SMALL**

*WINNER*

### StudioHawk & Bain and Gray

The challenges faced by Studiohawk were fascinating. Despite these obstacles, the results achieved were remarkable and exceeded the established objectives. The campaign demonstrated a strong correlation between goals and outcomes. We were particularly impressed by the substantial increase in traffic, especially considering how they accomplished this on a limited budget.

**BEST LOCAL CAMPAIGN (SEO): LARGE**

*WINNER*

### DNRG & BS3

Given the limited budget, the outstanding results achieved by DNRG are truly impressive. For a local business, this represents a fantastic return on investment that is likely to yield benefits for years to come. Their transparent strategy goes above and beyond expectations. They conducted thorough keyword research and competitive analysis, demonstrating great work.

**BEST LOCAL CAMPAIGN (PPC): SMALL**

*WINNER*

### GrowWeb & DC Tours

This campaign faced and overcame significant challenges, showcasing resilience and strategic acumen. The presentation of detailed quantitative results, including increased revenue and reservations, provided transparency in how ROAS was tracked and the broader impact on non-immediate leads was monitored. The fantastic results are a testament to the team's ability to maximise return by carefully planning and executing every aspect of the campaign.

**BEST LOCAL CAMPAIGN (PPC): LARGE**

*WINNER*

### Screaming Frog & Core Sash Windows

A campaign that was executed with a clear emphasis on strategic keyword selection and ongoing optimisation, highlighting a systematic approach to paid search. The team successfully navigated various challenges throughout the process, ultimately achieving positive outcomes and enhancing overall performance. By filtering out audiences less likely to be interested in the products, they significantly improved both conversion rates and spending efficiency.

**BEST LOW BUDGET CAMPAIGN (SEO): SMALL**

*WINNER*

### Volvox Digital & Corsearch

Achieving exceptional results on a limited budget is no easy task, but this campaign stands out for its smart and effective use of resources. The content strategy was particularly impressive, seamlessly combining cornerstone content with supporting materials to deliver valuable, industry-specific insights. Their deep dive into the niche, including direct web meetings with the target audience, demonstrated a commitment to understanding and addressing real needs, making the strategy not just effective but truly impactful.

**BEST LOW BUDGET CAMPAIGN (SEO): LARGE**

*WINNER*

### StrategiQ & TraditionData

The strategy not only delivered scale rapidly but also maintained high quality, demonstrating the effectiveness of innovative technology in driving success. The tailored approach of this solution aligned perfectly with the client's needs, the marketplace, and the positive outcomes.

**BEST LOW BUDGET CAMPAIGN (SEO): LARGE**

*SILVER*

### Exposure Ninja & MCS Cleaning

This campaign expertly demonstrated how to drive significant sales growth with a limited budget, highlighting the true value of not just SEO but marketing as a whole. The results are impressive, showcasing fantastic revenue levels and an exceptional ROI that empowered the client to expand their business. This strategic approach not only underscores the effectiveness of innovative marketing techniques but also sets a benchmark for achieving success with resourcefulness.

**BEST LOW BUDGET CAMPAIGN (PPC): SMALL**

*WINNER*

### Cedarwood Digital & Salt Of The Earth

This campaign showcased impressive audience segmentation and an execution strategy that aligns seamlessly with retail activity, yielding excellent results. It is a strong demonstration of the power of consumer understanding. By utilising data to create detailed pen portraits, the team effectively identified strategies to enhance key metrics without resorting to price undercutting. For a brand still building household recognition, opting for value-driven strategies over price competition was a smart move that positioned them for long-term success.

**BEST LOW BUDGET CAMPAIGN (PPC): LARGE**

*WINNER*

### Exposure Ninja & MCS Cleaning

The campaign clearly defined its objectives, and the challenges encountered, showcasing a solid understanding of the project's scope. They presented the results in a manner that emphasised the campaign's impact and overall success. There was a strong grasp of audience targeting for long-term growth, resulting in positive outcomes and effective local implementation. It's impressive to see how they have expanded their business and reach across different cities.

**BEST INTEGRATED CAMPAIGN: SMALL**

*WINNER*

### Jack.tm & Super Dragon Punch Force 3

This campaign shines with its strategic emphasis on localisation from the outset, enhancing relevance and engagement. The team's commitment to data-driven decision-making, particularly with real-time reporting, keeps them agile and responsive. The diverse spread of platforms used in the PPC campaign for the mobile game is impressive, and the combination of data monitoring through Looker Studio exemplifies a sophisticated analytical approach. Their creative execution is compelling, while the integration between channels is exceptional.

PROUDLY SPONSORED BY ClickTech

**BEST INTEGRATED CAMPAIGN: LARGE**

*WINNER*

### Exposure Ninja & CHAS

An outstanding achievement that exemplified innovation and resilience! The creative and niche approach to maximise visibility with an AI overview was a game-changer, showcasing a level of strategic thinking that's rare in today's market. Navigating the complexities of CHAS's acquisition and international expansion was no small feat, yet the team not only managed these challenges but grew the partnership during a period when many agencies would have struggled with cutbacks. The results speak for themselves, an impressive demonstration of how a truly integrated, multi-channel approach can thrive even in the face of significant obstacles.

**MOST INNOVATIVE CAMPAIGN (SEO): SMALL**

*WINNER*

### Bottled Imagination & Victorian Plumbing

Bottled Imagination had a strong strategic approach, with a clear objective to create an evergreen campaign targeting both national and regional press, supported by solid KPIs for coverage and backlinks. The broad target audience, spanning both national and regional consumers, was well-chosen. Focusing on public toilets as a relatable and emotional topic proved highly effective. This campaign was exceptionally creative.

**MOST INNOVATIVE CAMPAIGN (SEO): LARGE**

*WINNER*

### TrunkBBI & Moonpig

TrunkBBI's impressive performance uplift stood out, and the fresh angle of the coverage gained in publications was notable. The industry context provided was valuable, and it was refreshing to see the agency's transparency in not recommending SEO work solely to increase retainers. Their strong approach to both B2B and B2C digital PR, securing backlinks on relevant domains that competitors lack, was particularly effective.

**MOST INNOVATIVE CAMPAIGN (PPC): SMALL**

*WINNER*

### Somebody Digital & Transcend

This campaign delivered outstanding results, with sales and revenue far exceeding the set targets, thanks to a clever blend of creative and data-driven strategies. The integration of CallRail to track offline conversions was especially innovative, and the revamped product page greatly enhanced user engagement. We were particularly impressed with the well-structured 10-point plan.

**MOST INNOVATIVE CAMPAIGN (PPC): LARGE**

*WINNER*

### DNRG & TCL

This campaign successfully implemented a multi-channel strategy, incorporating innovative tools to capture valuable first-party data. This approach led to significant increases in impressions, clicks, and sales. The strategic audience segmentation and personalised messaging for different groups showcased a deep understanding of market needs which was impressive!

**BEST SEO CAMPAIGN: SMALL**

*WINNER*

### Somebody Digital & Lofta

The comprehensive content and on-page SEO efforts are impressive, and the user experience on their product and category pages is exceptional. Throughout the campaign, they maintained a clear focus on their target audience. The transformation of the product pages from before to after is evident, demonstrating that user experience was prioritised alongside SEO. The use of social listening to enhance the content workflow is a brilliant strategy that is rarely seen.

**BEST SEO CAMPAIGN: LARGE**

*WINNER*

### MRS Digital & LV=

MRS Digital stands out for their particularly thorough content analysis, utilising the agency's proprietary software to address users' needs from multiple angles. The agency's ability to effectively overcome client objections while maintaining compliance is inspiring. Achieving a page one ranking for a highly competitive keyword, all while tackling long-term compliance challenges, is especially impressive.

**BEST PPC CAMPAIGN: SMALL**

*WINNER*

### Adbetter & UK Vein Clinic

This was an innovative, out-of-the-box solution for attributing value to conversions, effectively maximising the use of Google's machine-learning capabilities. We particularly loved the overall user-centric approach. The solution demonstrated a deep understanding of the options within Google Ads and beyond, presenting a well-thought-out and expertly executed strategy that balanced both technical and strategic planning.

**BEST PPC CAMPAIGN: LARGE**

*WINNER*

### Receptional & Bright Horizons

It was evident that significant time and dedication went into the campaign. The campaign achieved excellent results, showing a clear understanding of the client's challenges and addressing them in a sustainable way. They also took the time to analyse the market, identify opportunities, and align with current trends and sentiments.

**BEST USE OF CONTENT MARKETING: SMALL**

*WINNER*

### Bottled Imagination & Victorian Plumbing

This was not only an engaging campaign but also demonstrated an intriguing use of data. The evolution of the initial idea, which seamlessly transformed into localised campaigns while consistently seeking opportunities for further advancement, is particularly impressive. This forward-thinking approach showcases both innovation and strategic insight, making this campaign truly deserving of recognition.

**BEST USE OF CONTENT MARKETING: LARGE**

*WINNER*

### Screaming Frog & InsureMyTrip

The use of data-driven hero content and trend-led insights was not only timely but also showcased a keen understanding of the market landscape. The integration of diverse data sets allowed for a more comprehensive approach, driving impressive results across a range of content. Particularly noteworthy was the ability to balance short-term and long-term themes, diversifying campaign narratives in a way that kept the strategy both fresh and consistent. The detailed research and creative execution shone through, resulting in a strong, data-led, and targeted strategy that set a high bar for success.

**BEST USE OF PR IN A SEARCH CAMPAIGN: SMALL**

*WINNER*

### Bottled Imagination & Protein Works

This campaign successfully secured coverage and earned links from the client's ideal publications, which is a fantastic achievement. It was a highly creative and diverse campaign that delivered outstanding results, exceeding their targets. Very impressive results!

**BEST USE OF PR IN A SEARCH CAMPAIGN: LARGE**

*WINNER*

### EssenceMediacom & Absolute Collagen

An exemplary showcase of what a comprehensive and strategic approach to Digital PR should be. This campaign expertly targeted organic growth by leveraging insightful expertise and fostering deep audience engagement. The seamless integration of digital PR across multiple touchpoints, ranging from social media to expert contributions and creative content development, was particularly impressive, reflecting a holistic strategy that amplified brand visibility in a competitive market. The use of client testimonials and data to support key points added credibility and impact, making the results even more compelling.

**BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: SMALL**

*WINNER*

### Jack.tm & Super Dragon Punch Force 3

This campaign impressed us by their strong social media focus and thoughtful execution from start to finish. The inclusion of creative elements really brought the work to life. The well-defined SMART objectives demonstrated how Jack.tm achieved such impressive results.

**BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: LARGE**

*WINNER*

### Screaming Frog & Abbott

The creative strategy of targeting users at varying brand awareness levels across different phases demonstrates a sophisticated understanding of the customer journey. Running the campaign in two stages was a strategic move that effectively supported the achievement of targets, and the inclusion of an awareness phase was a smart addition to enhance engagement. An impressive, yet often overlooked, success of this campaign was the ability to create personalised ads while overcoming the notorious challenges of connecting with local teams.

**BEST USE OF DATA (SEO): SMALL**

*WINNER*

### Somebody Digital & Lofta

We valued the use of data to refine the low-hanging fruit keywords, alongside effective audience segmentation. Somebody Digital managed to stay calm throughout the process, demonstrating patience—a crucial trait during volatile SERP fluctuations due to Google updates. They consistently build on their successes from previous years, and their clear objectives and strategic planning reflect a strong commitment to driving significant growth for the company.

**BEST USE OF DATA (SEO): LARGE**

*WINNER*

### MediaVision, Metis & New Look

This was an exceptionally strong campaign, utilising data effectively within a solid strategy. It was fascinating to see how they navigated structural changes through operational adjustments and the implementation of new processes and technologies. Congratulations to MediaVision for achieving such impressive results.

**BEST USE OF DATA (PPC): SMALL**

*WINNER*

### Jack.tm & Secret Sales

The use of data and advanced PPC optimisations is outstanding, reflecting a strong analytical foundation. The innovative approach and extensive range of technologies employed are seriously impressive, demonstrating a highly data-driven strategy that sets a new benchmark for excellence in digital marketing.

**BEST USE OF DATA (PPC): LARGE**

*WINNER*

### Digitas Hong Kong & Cathay Pacific

Digitas Hong Kong excelled in gathering and utilising data. The campaign effectively leveraged first-party data and advanced proprietary technologies to re-engage existing customers while attracting new ones with no prior brand loyalty. Their innovative, data-driven PPC strategies, which incorporated Generative AI and dynamic ad generation, produced impressive results, including a notable increase in bookings.

**BEST USE OF AI IN SEARCH**

*WINNER*

### StrategiQ & TraditionData

StrategiQ showcases an innovative use of AI to tackle the longstanding challenge in SEO of achieving rapid scale while maintaining quality. The solution appears to be perfectly tailored to the client's needs, the marketplace, and the desired outcomes, demonstrating a deep understanding of both technology and strategy. This thoughtful integration of AI not only highlights creativity but also sets a new standard for effective SEO practices.

**BEST USE OF AI IN PPC**

*WINNER*

### Jack.tm & Secret Sales

Impressive results and a wealth of good work. This campaign showcased remarkable resourcefulness in managing a limited budget while addressing key challenges. Its strategic approach effectively maximised impact and successfully met its objectives. A great example of a comprehensive campaign.

**BEST USE OF AI IN CONTENT**

*WINNER*

### Re:signal & Loop Earplugs

Re:signal brilliantly showcased the innovative use of AI within the content process for categorisation and localisation. The integrated and creative approach is evident throughout, leading to effective implementation and impressive results. This strategic application of technology not only enhances efficiency but also elevates the overall quality of the content.

**BEST SOFTWARE INNOVATION**

*WINNER*

### TrafficGuard

TrafficGuard Search is a game-changer in the fight against click fraud, addressing one of the most critical challenges in PPC advertising with precision and innovation. Its unique approach to blocking fraud before it even touches budgets sets it apart from other solutions, providing users with an unparalleled level of protection. The comprehensive analysis using indicators of invalid traffic, coupled with actionable insights, empowers advertisers to safeguard their investments and optimise campaign performance with confidence. In a landscape where transparency and ROI are key, TrafficGuard Search delivers a robust, reliable solution that enhances the efficiency of ad spend.

**BEST PPC MANAGEMENT SOFTWARE SUITE**

*WINNER*

### Adthena's Brand Activator

The platform's core purpose is well-defined, offering a unique selling proposition that differentiates it in the market. Its focus on budget efficiency has empowered customers to achieve impressive success metrics, underscoring its value and effectiveness. It's an outstanding product with the potential to save companies millions.

**BEST SEO SOFTWARE SUITE**

*WINNER*

### NewzDash

We were highly impressed with both the tool and the vibrant community built around this software. It seems to be an excellent fit for publishers, and we especially appreciated its uniqueness as a client and the creativity behind the campaign. Very few tools offer real-time SEO data, so congratulations on mastering this aspect.

**BEST AI SEARCH SOFTWARE SOLUTION**

*WINNER*

### Adthena's Brand Activator

The introduction of the Brand Activator as a tool stands out as a particularly innovative solution that effectively fills a critical gap. Its simplicity in purpose belies its impactful nature, as it addressed and clearly identified needs in a meaningful way.

**BEST SEARCH SOFTWARE TOOL**

*WINNER*

### NewzDash

NewsDash has achieved remarkable things that set them apart from others. They provided a detailed breakdown of their tool and solution, showcasing a truly unique platform. We were particularly impressed by the feature that allows customers to influence what news readers see every hour. The platform's ability to offer news publishers insights into the Google News Feed and optimise for an ever-evolving algorithm is a game changer for their clients

**RISING STAR AWARD**

*WINNER*

### Callum Riches | Receptional

Callum truly impressed us with their leadership and team-building skills. Their commitment to making a meaningful impact has set them apart. They have received excellent feedback not only from their team but also from clients. Callum has consistently driven significant growth and exceeded every target set for them.

**RISING STAR AWARD**

*SILVER*

### Jake Fenner | Performics @ Spark Foundry

Jake has clearly taken the initiative to pursue extensive self-learning. It's fantastic to see the range of their accomplishments across various clients in different sectors, delivering impressive results. Jake is clearly a motivated team player who thrives on the team's success.

**BEST IN-HOUSE TEAM**

*WINNER*

### HSBC UK | PPC Team

This case study provides a comprehensive overview of the HSBC UK PPC Team's structured and strategic approach, highlighting not only their impressive performance metrics but also the clearly defined roles and responsibilities that drive the team's effectiveness. The Team's substantial impact on financial outcomes and ability to adapt and innovate through the adoption of a new optimisation platform is a truly inspiring demonstration of how a cohesive, forward-thinking team can deliver exceptional results and set new standards in the industry.

**START-UP AGENCY OF THE YEAR**

*WINNER*

### Balance

Balance displays an impressive launch strategy that yielded early results, including coverage from prestigious publications and the acquisition of significant clients within the first year. The agency's ability to leverage existing strengths to supplement campaigns in highly sensitive and complex industries is inspiring, shedding light on eye-opening trends in the process. This strategic and impactful approach not only demonstrates the agency's expertise but also sets a benchmark for success in the industry.

PROUDLY SPONSORED BY PIMENTO.

**BEST SMALL PPC AGENCY**

*WINNER*

### Cedarwood Digital

We were impressed by this agency's standout objectives and holistic vision, which covered a wide range of aspects, including staff and environmental impact. They have a fantastic strong focus on business, people, and community, supported by the growth and financial results they've achieved.

PROUDLY SPONSORED BY tribe GLOBAL

**BEST LARGE PPC AGENCY**

*WINNER*

### Vervaunt

Vervaunt demonstrated that they go beyond the usual, developing additional technology that sets them apart. The agency skillfully navigated complex challenges while maintaining a clear focus on their strategic objectives. This approach not only improved operational efficiency but also contributed significantly to the success of their initiatives.

PROUDLY SPONSORED BY tribe GLOBAL

**BEST LARGE PPC AGENCY**

*SILVER*

### WeDiscover

This agency clearly defined its objectives and skilfully navigated the challenges faced, demonstrating resilience and strategic foresight. Their achievements reflect a strong commitment to excellence and innovation, consistently meeting and exceeding goals. With impressive growth and a unique approach, they have successfully positioned WeDiscover as a standout.

**BEST SMALL SEO AGENCY**

*WINNER*

### Re:signal

Re:signal are consistently managing to retain and grow their client base year after year. They are clearly a highly engaged agency within the SEO industry, and we were particularly impressed by their strong focus on employee development. Achieving their B-Corp status is a significant accomplishment for the agency, highlighting their commitment to purpose and sustainability.

**BEST SMALL SEO AGENCY**

*SILVER*

### Cedarwood Digital

Cedarwood Digital has experienced remarkable growth, which is truly impressive. This business success is further complemented by their excellent client results. It's outstanding to see how they balance this success with nurturing their employees and contributing to the community. The care they show for their team is clearly evident.

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### Reboot Online

We were truly impressed by all their efforts at Reboot Online. We especially appreciated the studies the company is conducting and valued their commitment to a four-day workweek and remote work environment. We found the idea of targeting universities for lectures and experiments particularly intriguing. These experiments are fascinating, emphasising both industry improvement and the dispelling of myths.

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### Cedarwood Digital

Cedarwood Digital is a highly engaging, positive agency with a strong focus on balance. We were particularly impressed by their work within the local and SEO communities over the past year. Their thoughtful consideration of the cost of living impact is commendable. Cedarwood Digital set ambitious growth targets for both turnover and profit margin. Their clear focus on staff retention, diversity, and inclusion, along with initiatives such as graduate recruitment, reflects a well-rounded approach to achieving their business goals.

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### Evoluted

Evoluted highlights impressive recent achievements that focus on commercial success, people, and the planet. The commitment to contributing volunteering hours and significant donations demonstrates a genuine dedication to making a positive impact. The well-balanced range of measurable objectives showcases a thoughtful approach to addressing culture and sustainability, resulting in significant overall progress. It's inspiring to see such positive advancements organised effectively across multiple fronts

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*SILVER*

### Propellernet

Propellernet excels by integrating a strong focus on people and the planet alongside commercial objectives, showcasing a holistic approach to impact. The results achieved across various campaign examples are impressive, particularly in exceeding commercial revenue goals. Their client testimonial effectively illustrates the link-building actions taken and how they resulted in a higher ranking.