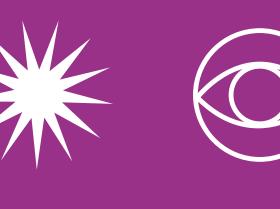
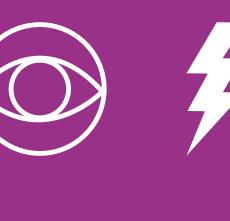


WINNER

Honchō & Wealthify









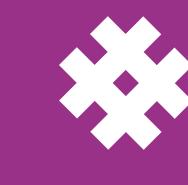
WINNER

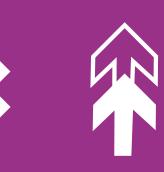






**SILVER** 







## 2025 JUDGE COMMENTS

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

Somebody Digital & Transcend CPAP Micro Focus on Macro Gains This campaign demonstrated impressive execution across all facets. It was characterised by a

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

robust and coherent overview, detailed planning, and a strategic approach that led to excellent

outcomes. The strategies were well-identified and meticulously implemented, resulting in optimised performance and achieving desired objectives. 

Follo (formerly OrangeValley) & Decathlon Scaling Filtered Listing Pages Across Europe This was a masterful execution of PFP automation, paired with a smart mid-tail keyword strategy and seamless large-scale page generation across multiple markets. The combination

of advanced keyword analysis, deep SERP insights, and ROI-focused SEO made this campaign a true masterclass in both strategy and execution.

SALT.agency & Swaledale Butchers Outranking Retail Giants Through Tactical SEO

This was a brilliant use of AI insights and purchase behaviour analytics to drive LTV growth. Their well-defined objectives, clear KPIs, and detailed goals showcase a strategic mindset.

Creative content hubs and cross-channel marketing reinforce brand presence beautifully.

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

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

budget, scope, and goals. They have effectively identified challenges and provided solid solutions, showcasing adaptability. The measurable results align with their objectives, which demonstrates success. Overall, a standout campaign with excellent results.

**NeoSEM & Bruna** 

outbloom & Vinterior Wolfgang Digital & Horseware Ireland Out With The New, In With The Old From Dark Horse to Prized Pony Bruna's Success Story: Driving Sales with Predictive Automation This was a well-executed campaign with a clear strategy and strong alignment between the Wolfgang Digital made a strategic decision by integrating CRM and leveraging the horse population Their strategy extended beyond the fundamentals. BigQuery can be challenging due to its to optimise budget allocation. Their sophisticated approach to the GSC Goldmine script was highly complexity, but they skillfully combined it with trend analysis to automate campaigns, leading to impressive. It was evident that they effectively utilised data, automation, and segmentation, impressive results. Their innovative use for predictive scoring, labelling, and seamless integration

and supported by valuable market insights.

resulting in a substantial revenue increase. Their objectives and budget rationale were well-defined with the TikTok feed and book release dates was particularly impressive.

insight. Not only were assets deployed, but they were continuously optimised to enhance performance. The approach to collecting A/B test data and building Looker Studio to identify giants demonstrates not just technical expertise, but also a deep understanding of how to enhance efficiency, maintain quality, and ensure compliance. winning combinations was particularly impressive. 

Nepo Savers Bot to the Future: Al's Impact on Pensions Behaviour-Driven Retargeting We thought this campaign told a brilliant story and the perseverance to smash the targets in The custom GPT model was seamlessly integrated in a strategic manner to drive measurable impact. The tactical use of AI to outperform major government sites and even outrank industry

challenging conditions was admirable. The team delivered some stand-out results in a competitive financial services market, and their ability to maintain a long-term partnership and position SEO

Wolfgang Digital & Zurich Ireland

WINNER Midero & The "Wieliczka" Salt Mine

**Granting Wildlife A Future** 

BEST USE OF SEARCH - B2B (SEO): LARGE

On the Right Track: Running Towards Excellence

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

Follo (formerly OrangeValley) & CROP

and their search intent throughout the campaign.

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

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

Follo (formerly OrangeValley) & HG - Sweeping the SERPs

How HG Leveraged AI & Automation to Clean out Competitors

presented and demonstrated a significant uplift in organic revenue.

**Elevating Search Performance Through Data Activation** 

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

**BEST INTEGRATED CAMPAIGN: LARGE** 

Wolfgang Digital & Horseware Ireland

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

From Dark Horse to Prized Pony

PaperDigits & DeSpreker

From Attribution to Action

to illustrate key insights.

MRS Digital & LV=

A Winning Policy

WINNER

WINNER

**BEST SEO CAMPAIGN: LARGE** 

Language API used effectively.

Blooming All Over Europe

surpassed set objectives.

WINNER

WINNER

Peak Ace & TUI

with the set objectives.

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

**Pixel Nordic & Footway** 

and impressive to see.

BEST USE OF AI IN PPC

Category kindly sponsored by

**BEST USE OF AI FOR DATA** 

**BEST SEO SOFTWARE SUITE** 

All-in-one platform for holistic SEO

WINNER

WINNER

**Dragon Metrics** 

**Gokce Yesilbas** 

Search 'n Stuff

**Impression** 

**Zeo & Sanipak** 

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

Dominating digital newsrooms with data (storytelling)

Programmatic SEO for Accelerated E-commerce Growth

**BEST PAN EUROPEAN CAMPAIGN: SMALL** 

SILVER

WINNER

WINNER

Detailing Every Query for a Flawless Organic Finish

the world.

WINNER

Re:signal & ASICS

**SILVER** 

PaperDigits & ICS

BEST USE OF SEARCH - TRAVEL / LEISURE (SEO): SMALL BEST USE OF SEARCH - TRAVEL / LEISURE (SEO): LARGE WINNER Peak Ace & TUI

Wolfgang Digital & Cornmarket Little less conversation, a little more action please SEO true story: Deep dive with Wieliczka Salt Mine Dominating digital newsrooms with data (storytelling) The expertise and confidence to guide the client through the content pruning process were This campaign showcases an exceptional strategy for optimising PPC calls without relying on direct truly impressive. This was a perfect case study for the 'less is more' approach, with a thorough evaluation of past challenges and a clear path to resolution. The transparency on KPIs and how success was measured adds a level of trust and clarity to the process. Their strategic authority-building in the financial sector through PR and impactful events further

conversion tracking, a true game-changer in performance marketing. The decision to test call-only ads further demonstrates a commitment to data-driven decision-making. Beyond just reducing costs, this approach enhances accountability in a critical yet often overlooked area. solidified their leadership, establishing them as a true trailblazer in the industry.

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

The Golden Ticket

WINNER

IIH Nordic A/S & Q8

**WINNER** 

WINNER

WINNER

**NeoSEM & Bruna** 

**Evoluted & Puckstop** 

**Pucking Great Results!** 

**Ascend Online & Adchieve** Vacanceselect & AdvanceSelect

detailed and ambitious objectives, which added to the campaign's overall strength.

**SILVER** Jack.tm & Heidi Peak Profits Using Automation This was a smart and strategic approach to restructuring and automation. It was impressive to see how their focus on saving time led to significant campaign optimisations. The strategy and

BEST USE OF SEARCH - TRAVEL / LEISURE (PPC): LARGE BEST USE OF SEARCH - TRAVEL / LEISURE (PPC): LARGE BEST USE OF SEARCH - THIRD SECTOR / NOT-FOR-PROFIT: SMALL WINNER SILVER Wolfgang Digital & Trinity College Dublin D3 & Lilongwe Wildlife Trust

execution were highly effective, delivering outstanding results. We particularly appreciated their

A data-driven masterpiece that showcased the power of precision targeting and strategic An outstanding campaign that showcases high-level search innovation while breaking into the competitive market on a limited budget. The strategic decision to reduce spending on brand execution. The use of persona targeting, creative automation, and structural overhaul demonstrated terms knowing they would convert organically demonstrates smart budget allocation. a deep understanding of audience behaviour. This multi-channel campaign not only delivered strong KPIs but also significantly improved ROAS while cutting costs, an impressive balance of efficiency

dentsu Ireland & Orbis UK Growthack & elementsuite Visibility for the Vision Positioning for Buyer-led Growth A highly strategic SEO campaign that drove organic visibility with clear, measurable results. Growthhack delivered a comprehensive approach, including the development of a new website to Leveraging schema and internal linking, it combined technical depth with a user-first content

strategy, exceeding visibility and revenue targets on a tight budget.

establish a strong foundation. It was great to see how stakeholders were actively engaged through a workshop, fostering alignment and collaboration. We were particularly impressed by the seamless

Revolutionizing E-mobility Through Search Innovation

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

approach to the problem statement and objectives.

BEST USE OF SEARCH - B2C (PPC): LARGE

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

integration of SEO and business strategy, which drove outstanding results that exceeded targets.

BEST USE OF SEARCH - B2B (PPC): LARGE **BEST USE OF SEARCH - B2C (SEO): SMALL** WINNER WINNER

We thought this was a clever campaign, which clearly demonstrated an understanding of the

value-based bidding parameters was very impressive and led to some great results.

market and its specific challenges. The implementation of an intent matrix, combined with creative

Evoluted did a fantastic job making the most of a limited budget. The campaign showcased strong

technical SEO and CRO expertise, featuring well-structured navigation, site search enhancements,

and content improvements. Their strategic approach delivered measurable results that aligned

seamlessly with their business objectives. We were particularly impressed by their data-driven

The use of BigQuery to handle a broad product range and predict demand is truly impressive,

and integrating TikTok trends adds a cutting-edge approach. Their clear and ambitious objectives,

SILVER **Invanity & Watch Doctors** Becoming the #1 Watch Repair Company on UK Search The transformation of Watch Doctors' search presence is nothing short of impressive,

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

Pawel Woloszyn & E-recepta

Driving €5.7M in Used Car Sales

to a high-stakes challenge.

SEO resuscitation

**BEST USE OF SEARCH - B2C (PPC): SMALL** WINNER D3 & Slizza

positioning them as the UK's go-to brand for luxury watch repairs. Every aspect of the strategy

was thoughtfully executed, resulting in a clear and impactful shift in their visibility and authority.

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

Bluerank & ALAB laboratoria

problem-solving and execution.

**WINNER** 

SILVER

improvements.

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

Cedarwood Digital & Vape Superstore

Using Data To Drive Success In A Competitive Vertical

Bruna's Success Story: Driving Sales with Predictive Automation

paired with a deep market understanding, showcased strategic excellence.

Seamless SEO Migration for Growth Bluerank demonstrated exceptional execution and management of a multi-domain migration within **Grow Up Digital & CMSNL** Spare parts in the fastlane with AI This campaign stood out for its innovative approach, leveraging new techniques to elevate

deserving of award recognition. The results achieved in a competitive niche were impressive, a tight timeframe. It was great to see a phased migration strategy, with the order prioritised based fundamental optimisations and scale them effectively. Their creative and data-driven strategy especially considering the very limited budget. The team should be proud of what they've on risk, which was a well-thought-out approach. Their careful and systematic handling of migrating utilised AI to personalise ads and landing pages with remarkable precision. The scalability and multiple domains and a large number of URLs showcased outstanding technical precision sophistication of their PPC generators were particularly impressive, driving excellent ROI achieved through this campaign. and strong risk management. and high user engagement. **BEST USE OF SEARCH - AUTOMOTIVE: LARGE BEST USE OF SEARCH - AUTOMOTIVE: LARGE BEST USE OF SEARCH - REAL ESTATE & PROPERTY: SMALL** WINNER SILVER WINNER Follo (formerly OrangeValley) & CROP Fingerspitz & Louwman

From Local Garage to European Powerhouse: Al-Driven Integrated Search Growth

An outstanding integration of AI and automation, driving both growth and performance at scale.

The strategic blend of paid and organic efforts exceeded revenue targets, showcasing exceptional

This campaign achieved impressive results in a challenging area for positive coverage. Their use

of data-driven campaign ideas had a significant impact. The press kit for journalists presented the

data in a clear and accessible way, which proved highly effective. This project is a testament to the

The integration of influencer-led campaigns and expert positioning achieved clear, measurable

results, making this a standout winner. The campaign was technically strong and skilfully executed

across both SEO and PR channels. The strategic use of existing brand IP and partnerships was both

An exceptional campaign that boldly challenges the attribution status quo, leading to impressive

efficiencies across the entire marketing mix. The implementation of a highly sophisticated, data-

They demonstrated impressive creativity with a low budget, ensuring the basics were done right.

The strategy, which included AI-generated ads and bid adjustments, showcased an advanced

approach for such a small local campaign. It was a well-thought-out campaign, executed flawlessly.

audience targeting, Al-driven approach and impressive integration of channels delivered some

The campaign delivered strong performance across all key metrics, with a remarkable increase

in high-quality leads. Their thoughtful strategy and approach not only achieved impressive results

but also far exceeded their client's expectations. It was fantastic to see such impactful growth

Adapting to Regulatory Changes: ARDAP's Path to a User-Focused, Expert-Led Search Strategy

An excellent campaign that stood out through its expert-driven content strategy and proactive

adaptation to regulatory changes. They achieved impressive results beyond initial targets, it blended

SEO, high-quality content, and market leadership to position the brand as a trusted industry leader.

It was impressive to see them achieving such strong results for their clients. We particularly

The excellent use of UGC, TikTok-native strategies, and platform-specific storytelling stood out.

This campaign struck a perfect balance between creativity, agility, and data-driven optimisation.

A great example of a data-driven, outside-in approach to structuring an account for optimal

revamp. They not only met their clearly defined objectives but also significantly exceeded them,

performance. They delivered impressive results with a clear, easy-to-manage, and smart account

enjoyed the creativity behind the campaign and the visual flowcharts used to illustrate the process.

driven attribution model enabled precise budget allocation and revealed substantial performance

power of them understanding their audience, market, and unique selling points to drive success.

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

Follo (formerly OrangeValley) & Lucardi

and highly effective approach.

SILVER

WINNER

WINNER

WINNER

WINNER

success.

WINNER

iCrossing & Shell

D3 & Slizza

**BEST SEO CAMPAIGN: SMALL** 

**BEST PAN EUROPEAN CAMPAIGN: LARGE** 

**BEST USE OF CONTENT MARKETING: LARGE** 

Inspiring travellers through powerful data-led hero content

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: SMALL

Data-Powered CX Drives Record Traffic and Operational Efficiency

**Vroom Digital & EPIC The Irish Emigration Museum** 

The EPIC Untold Story Behind Fairytale of New York

Screaming Frog & InsureMyTrip

aligned with the brand's core message.

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

collaboration, and technical SEO execution.

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

Web2Media & KAFFE Clothing

**BEST AI SEARCH SOFTWARE SOLUTION** 

impact, as well as the impressive results achieved.

**BEST PPC MANAGEMENT SOFTWARE SUITE** 

**BEST SMALL INTEGRATED SEARCH AGENCY** 

Diginius

Category kindly sponsored by

**Cedarwood Digital** 

WINNER

and support.

Al-Powered insights to optimize search campaigns

WINNER

Adthena's Ask Arlo

Category kindly sponsored by

A Tailored Approach: Minimising Ad Waste with first party data

the thoughtful integration of return rate data into the audience strategy.

An impressive approach that stood out for its focus on return rates in defining the target

audience. This forward-thinking strategy not only sharpened targeting precision but also

contributed significantly to improving customer lifetime value. We especially appreciated

While data-driven campaigns are not new, this one brilliantly amplified the brand by striking

on branded searches as a key success metric further underscores the strategic depth of the

campaign. A fantastic execution that effectively resonated with the audience while staying

the perfect balance between engaging content and the travel insurer's perspective. The focus

We were impressed with Vroom Digital's ability to seamlessly integrate storytelling into an offline

campaign. This approach was also deeply engaging, resonating emotionally with the audience.

The campaign stood out for its exceptional audience targeting, remarkable cost-efficiency,

and outstanding cross-channel performance. It's a powerful example of how cultural relevance

and strategic social media execution can work together to drive both awareness and measurable

We were highly impressed with iCrossing's close collaboration with their customers. This, combined

with significant business impact and exceptional creativity in data-driven solutions, resulted in a

and highly effective. The campaign showcased a brilliant fusion of data analysis, stakeholder

D) Diginius

A Tailored Approach: Minimising Ad Waste with first party data

standout campaign. Their innovative approach to personalising user experiences was both strategic

Web2Media & KAFFE Clothing

**POLARIS & Dune London** 

Stepping Up Search

How a Single CASE SQL Code Can Make Your Local Traffic Excel

was clever, and the team delivered some brilliant results on a low budget.

to drive exceptional media outreach.

WINNER Cedarwood Digital & Slotozilla Driving Off-Site SEO Success In A Competitive Vertical The team's innovative approach to integrating offline marketing for PR, combined with a data-led

practical and highly effective.

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

Precis Digital & Vårdväskan

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

Raising Rank: Organic Strategy to Commercial Growth

Vega & Rank Interactive

**BEST LOCAL CAMPAIGN (PPC): SMALL** WINNER D3 & Slizza

Local PPC Mastery: Driving Direct Orders & Beating Aggregators

Data-Driven Budget Optimization for Sustainable Growth

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

> Fingerspitz & Louwman Driving €5.7M in Used Car Sales This campaign brilliantly combined creativity and precision, using data-driven insights to effectively reach windfall buyers. Hyper-local, personalised ads on Meta and Spotify drove outstanding

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

engagement, while strong ROI and ROAS highlighted the impact of innovative strategies. Despite a modest budget, the results were impressive, with clever targeting and bold messaging setting this campaign apart as a standout in effective marketing.

Innovative use of BigQuery, predictive modelling, and personalised RSAs at scale shows

exceptional technical and creative execution. We liked the integration of PPC and SEO. Excellent

work on utilising and harnessing data and targeting valued-based strategies. Their impressive

focus on non-brand AOV and non-brand shopping AOV was one of the key success indicators

We were particularly impressed by the strategic detail and execution. The results were clearly

First Internet & Black Brick DAC & Del Arte Mastering Local Market Visibility Prestige Relocation An exemplary strategy that perfectly defines core restaurants while testing multiple campaign types and bidding strategies. The real-time offers tailored to regional audiences demonstrate a keen understanding of local dynamics. Data-led prioritisation of underperforming locations is a smart and impactful approach, driving success at a granular level.

**BEST INTEGRATED CAMPAIGN: LARGE** 

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

Follo (formerly OrangeValley) & Decathlon

Scaling Filtered Listing Pages Across Europe

significant results and big cost savings.

WINNER

**MOST INNOVATIVE CAMPAIGN (PPC): LARGE** WINNER Bind Media & heycar

Accelerating Paid Search, Fuelled by Data

**BEST SEO CAMPAIGN: SMALL** 

Micro Focus on Macro Gains

**BEST PPC CAMPAIGN: LARGE** 

**Precis Digital & Matas** 

SILVER

WINNER

**WINNER** 

WINNER

WINNER

which is a true testament to the team's expertise and dedication.

**Elevating Search Performance Through Data Activation** They showcased impressive scale and complexity from a well-established brand. The use of advanced techniques, combined with the unique challenges of working in a saturated and limited market growth led to the implementation of a creative strategy and deployment. The results speak for themselves, making Precis Digital & Matas the clear winner of this award.

**BEST USE OF CONTENT MARKETING: SMALL** 

experics digital GmbH & Ardap Care GmbH

The Love Story Before 'Love Story': Driving Links Through PR & Storytelling An outstanding campaign that strategically leverages cultural relevance by tapping into Taylor Swift's global influence and heritage, generating remarkable international and local PR visibility. The creative integration of digital elements drove substantial engagement and site visits, amplifying the campaign's reach. With a measurable impact on brand visibility and business outcomes, including significant growth in ticket sales, backlinks, and international visitor engagement.

Follo (formerly OrangeValley) & Collistar

Vroom Digital & EPIC The Irish Emigration Museum

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN: LARGE

UGC-Driven Success: How magic drops took over social media

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

**BEST USE OF AI IN SEARCH** WINNER Tomorrowmen & Seniorweb

**BEST USE OF AI IN CONTENT** 

SILVER

NewzDash

gap for news publishers.

Adthena's Ask Arlo

**BEST START-UP AGENCY** 

prove its impact.

WINNER

Balance

Real-Time SEO Suite for News Publishers

**BEST SEARCH SOFTWARE TOOL** 

Al-Powered insights to optimize search campaigns

We were impressed by how they maximised a small budget while handling vast amounts of data and overcoming challenges using various machine-learning tools. Their ability to effectively harness Al to work smarter for them was particularly noteworthy. We appreciated the campaign's scalability, making it adaptable for other countries and potentially even different industries. **BEST SOFTWARE INNOVATION** WINNER

The judges thought this was a compelling entry that highlighted a niche-focused and well-crafted

solution for the news industry. The key features and real-time data solutions were impressive and

the strong community aspect made this a stand-out piece of technology, filling a major industry

This was a game-changing innovation for PPC marketers. Ask Arlo's Al-powered search

intelligence stands out with real-time insights, competitor tracking, and keyword trend analysis,

all in natural language. The ease of use makes it accessible to all, and glowing client testimonials

The team's swift integration of Google and government guidelines demonstrated impressive

adaptability. The launch strategy, backed by impactful research and content campaigns, quickly

secured high-profile clients and exceeded revenue targets. Their authority-building efforts

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

**Precis Digital & Matas** 

for incremental growth.

WINNER StrategiQ & TraditionData 4,689% ROAS, On A Budget We thought this was an extremely targeted and focused campaign in a niche market. The use of Al They demonstrated fantastic work in achieving such an impressive ROAS. Their seamless PPC and visibility was forward-thinking and rare to see executed this early and at this level. The team took SEO collaboration, combined with smart audience-centric content structuring, proved to be a gamean SEO focus but tied this in with other channels such as PR, social, podcasts and YouTube, doing changer. Redesigning the site to match user search habits removed barriers and drove exceptional exactly what top-class SEO campaigns should be doing. results.

**BEST INTEGRATED CAMPAIGN: SMALL SILVER** WINNER **Bluerank & Rainbow Rocket & Matprat** Digital strategy that increased reindeer meat sales, resulting in a sales value of €3,850,000 Our Journey to 1 Billion PLN An inspiring campaign that tackled a complex challenge with strategic precision and creativity. This was an outstanding entry which clearly showcased the exceptional strategic collaboration and The structured approach to platform allocation across the funnel, combined with strong execution execution achieved through the long-term partnership between Bluerank and Rainbow. The specific

An inspiring project that perfectly blends automation with a tailored approach for each market while maintaining a unified global strategy. What truly sets this apart is its combination of technical innovation, scalability, and measurable business impact. This case study serves as an excellent blueprint for driving growth at scale, with no negative impact, directly aligning strategy with key commercial goals.

> Their focus on UX optimisation, often overlooked in SEO, was a standout and demonstrated a comprehensive approach. Tackling this niche market, where the buyer isn't always the final user, with such strategic insight was remarkable. They've done extraordinary work, particularly in collaborating with other teams to build a Google update-proof strategy.

Somebody Digital & Transcend CPAP

**BEST USE OF DATA (PPC): SMALL** WINNER 56K The Art of Smart Scaling

demonstrating the powerful impact of the campaign.

especially given the limited budget.

Follo (formerly OrangeValley) & HG - Sweeping the SERPs

How HG Leveraged AI & Automation to Clean out Competitors

WINNER Automated Al-workflow for transforming text-based tutorials D3 & Slizza to intuitive video explanations Cutting Out the Middleman: With AI, Automation and Smart Targeting This campaign showcased how AI can be leveraged to address a real social need, enhancing accessibility for an underserved demographic. They demonstrated a deep understanding A perfect example of how a small business can leverage AI and automation to compete of the audience's challenges and limitations, supported by a clear and efficient AI workflow tailored to user preferences. We were particularly impressed by the outstanding results,

with industry giants and drive tangible growth. They tackled it with smart keyword targeting and compelling ad messaging. Their clear goal to increase direct orders, reduce reliance on third-party platforms, and maximise ROI was evident throughout. They made the most of a small budget by effectively utilising AI and automation to achieve impressive results.

rankings, and traffic, it impressively empowered users to make data-driven decisions that drove revenue growth. **EMERGING TALENT AWARD** 

admirable and deserve the highest recognition.

growth highlight their forward-thinking approach.

in the financial sector through PR and events further solidify their industry leadership. and more efficient ad spending are being reinvested into the team's growth and development. on employee satisfaction, which is one of the fundamental pillars of a great agency. We particularly liked the concept of rotating accounts after a year, ensuring fresh perspectives while retaining critical in-house expertise, an essential focus for any long-term strategy. **BEST LARGE SEO AGENCY BEST SMALL PPC AGENCY BEST LARGE PPC AGENCY** Category kindly sponsored by Category kindly sponsored by Category kindly sponsored by D) Diginius D) Diginius **WINNER WINNER** WINNER

**Cedarwood Digital** Wolfgang Digital This agency showcased a fantastic mix of strong results, team satisfaction and retention, along with Wolfgang Digital really stood out for their excellent balance of human and Al-driven solutions initiatives that support the wider community. We were particularly impressed by the strong financial for maximum efficiency, whilst maintaining quality and delivering excellent results. It's clear performance, the focus on staff well-being, and the community engagements. We love that they're to see they bring so much value to their employees, and their employee-first culture and commitment to sustainability are commendable, reinforcing their position as a modern offering mentoring and speaking at events, and it was inspiring to see how they prioritised the team and the people driving these successes. and ethical agency.

> DON'T WE ARE **EVENT**

**BEST LARGE INTEGRATED SEARCH AGENCY** 

Category kindly sponsored by

WINNER

**Impression** 

Impression left a strong impact. We particularly liked their thorough analysis of client retention factors within and beyond their influence. Their approach to ensuring fair pay through an external expanding its client base, maintaining high renewal rates, launching a boot camp programme,

PIMENTO.

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

The performance-driven reports and impressive conversion rates reflect the level of strategic

An exemplary launch strategy that seamlessly blended innovative research and content campaigns, setting a new standard for success. With remarkable agility, the team secured high-profile clients in record time, surpassing revenue targets and proving their exceptional market insight.

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

They demonstrated a well-crafted strategy with smart execution and a creative campaign. The strong quantification of targets and clear budget breakdown added to its effectiveness. The evidence of year-over-year growth was impressive, and we especially appreciated the excellent use of scripts for automation and Al.

This campaign was truly impressive. We particularly appreciated the strong understanding of

attribution and the well-defined approach, which was established from the outset. The results

campaign and a great example of how search can be leveraged to make a positive impact on

were explained comprehensively, providing clear insights and effective visualisation. A fantastic

Follo (formerly OrangeValley) & Dutch Vans How DUTCH Vans Used AI & Data to Outperform the Competition They showcased how cutting down a large number of working hours through Al-driven automation delivered exceptional business impact. The smart blend of technical SEO, AI-generated content, and automation enabled a smaller brand to surpass major competitors.

Re:signal's work with ASICS across a number of markets showcases exceptional localisation,

with every decision driven by data and focused on both user experience and commercial success.

The strategy demonstrated technical depth, content sophistication, and strategic prioritisation,

all while adapting to SERP shifts and maintaining high E-E-A-T content standards.

positions it as a potential industry benchmark. It was particularly impressive to see how they generated significant traffic in such a highly competitive space. **BEST USE OF SEARCH - HEALTH: SMALL** WINNER Somebody Digital & Transcend Moving from Micro To Macro Conversions with Transcend Micro We were impressed by the detailed audience breakdown and the thoughtful use of surveys to gain deeper insights. Despite operating under strict regulations, the agency exceeded expectations and achieved strong results. We also appreciated the strategic inclusion of additional audiences

This campaign showcased exceptional technical sophistication and innovation in SEO. The seamless

integration of Al-driven automation, first-party data utilisation, and a scalable multi-market strategy

First Internet & Black Brick Prestige Relocation By seamlessly integrating PR, social media, and UX-driven SEO, this approach not only drove highquality lead generation but also significantly boosted engagement rates. The deep understanding of a niche audience led to a sophisticated, tailored strategy that delivered outstanding results. With flawless execution, precise target alignment, and insightful measurement, this achievement sets a new standard for success.

queries, and Al-driven automation showcase exceptional initiative. A masterclass in how creative thinking and technical execution can drive outstanding results. **BEST USE OF SEARCH - FASHION: SMALL** WINNER Re:signal & Vivobarefoot Treading Boldly, Growing Naturally The ability to handle objections and navigate challenges was truly inspiring. This campaign was exceptionally well-planned, with every on-page element thoughtfully aligned for success.

A brilliant fusion of technology and strategy, the well-researched approach, innovative use of 'PAA'

**BEST LOCAL CAMPAIGN (SEO): SMALL** WINNER Re:signal & Jollyes Growing local searches into in-store footfall and purr-ofitable customers An expertly structured campaign focused on tangible results with strong technical execution and well-aligned KPIs. Exceptional local SEO optimisations, data-driven insights, and quick responses to competitor gaps led to strategic wins. The holistic approach, integrating product page and technical SEO improvements, positioned them for sustained eCommerce growth. 

> **BEST INTEGRATED CAMPAIGN: SMALL** MONSOON Agency SunRoof & New Era of Solar Roofs An exceptional campaign that not only exceeded lead targets while reducing costs but also drove record-setting sales. The team showcased strategic adaptability, creative excellence, and strong client communication. The contextualised approach to challenges and the standout creative made this a winning execution.

We thought this was a strong and well-rounded campaign, demonstrating smart strategy, excellent

use of CRM and automation and a high level of creativity. The team have delivered strong growth in

difficult conditions, successfully transforming a B2B-reliant brand into a global DTC powerhouse.

common challenge. The use of action-weighted models was particularly impressive, enabling the client to identify real engagement and refine CRO variables to validate the benefits of implementing their strategies. This forward-thinking approach, combined with strong execution, showcases both creativity and effectiveness, making this campaign a standout success. **MOST INNOVATIVE CAMPAIGN (PPC): LARGE SILVER** Full Stack Experts & LPP Data is the New Black

What stood out most was the strategic approach, integrating offline data with automated audience

segmentation was a truly innovative move that drove the success. By seamlessly integrating

multiple platforms, they ensured everything worked together effectively, overcoming challenges

and achieving their goals. The implementation details were excellent, with a strong use of visuals

We thought this was an outstanding campaign, showing what it takes to be successful

in a competitive environment with large-scale execution. The content expansion strategy

was incredibly well thought out, and it was impressive to see the use of Google's Natural

This was a fantastic campaign from start to finish, delivering a truly innovative solution to a

Re:signal & ASICS On the Right Track: Running Towards Excellence A brilliant strategy that effectively tailored content to athletes' needs and interests in their local language while refining key SEO elements for better performance. The campaign demonstrates a deep understanding of the target audience and delivers impressive results, particularly in organic revenue growth. The campaign was well-presented and accessible, with a strong focus on both content and technical SEO - an excellent execution overall. **BEST USE OF CONTENT MARKETING: SMALL SILVER** Honchō Search & Euroflorist

An inspiring Pan-European strategy that expertly tailors to cultural nuances, showcasing a deep

market understanding and highly effective localisation. The campaign's remarkable achievement

in securing high-authority backlinks and garnering extensive international media coverage far

The strategic backlink-building approach effectively prioritised unique referring domains,

enhancing the long-term authority of the backlink profile. By aligning digital PR outreach with

seasonal trends and engaging target publications early, they maximised media coverage and

We thought this entry stood out through the sheer sophistication and automation of the workflow.

that creates high-quality, keyword rich category pages automatically, which was clearly explained

The team turned what could have been a massive manual task into a scalable, data-informed engine

secured high-quality organic backlinks. The results were impressive and clearly aligned

**BEST USE OF DATA (PPC): SMALL SILVER Burstit & SF Anytime Nobody Puts Data in the Corner** The journey was clear and well-structured, seamlessly guiding us from the client objective and background to strategy and results. It was fantastic to see success across multiple channels, along with the impressive use of Al-driven work. Their innovations drove significant improvements in transaction profitability and engagement, as clearly demonstrated by the results.

**DataFeed** Watch

Data to Decisions: Next-Gen Review Intelligence We thought this was a well-executed Al-driven solution for review insights, enabling automated, actionable recommendations for customers, without the need for manual intervention. The demo account provided a clear understanding of the product and demonstrated a strong and technically mature use of Al.

Dragon Metrics excels with a holistic SEO approach, seamlessly integrating multiple data

sources into one comprehensive view. By combining key performance factors like indexation,

Gokce has demonstrated exceptional resilience and adaptability in embracing a new environment

and seizing growth opportunities. Their proactive approach to starting a new career journey,

coupled with a strong willingness to learn, highlights their drive and determination. Beyond their

hard work, Gokce's commitment to the community and generous involvement in the event are truly

**BEST SMALL SEO AGENCY** WINNER **Cedarwood Digital** It was refreshing to see an agency giving back to the community. They are also fostering internal growth within their team. Their commitment and creative initiatives for positioning and outreach stood out, alongside interesting projects and strategic expansion. They provided strong brand testimonials which further reinforced the trust in the agency, and we appreciated their focus

Impression's objectives were clearly defined, with strong work examples effectively showcasing

industry leadership, innovation, and significant client impact. Their cutting-edge PPC strategies,

high client retention, and outstanding workplace culture further reinforce their excellence.

Commitment to sustainability, expansion into enterprise accounts, and impressive revenue

their strategy, execution, and results. They are a thriving and fast-growing agency, demonstrating

**DataFeed** Watch

**DIGITAL AGENCY NETWORK** 

as the most valuable channel is impressive. **BEST USE OF SEARCH - FINANCE (PPC): LARGE)** 

BEST USE OF SEARCH - TRAVEL / LEISURE (SEO): LARGE SILVER Propellernet & CV Villas The World's Bluest Water: A Search & PR Success Story An innovative campaign that seamlessly integrates SEO, Digital PR, and scientific methodology. The remarkable increase in rankings, site visibility, and backlinks not only exceeded expectations

but showcased the power of data-driven strategies in driving tangible results.

WINNER Peak Ace & Luxair Cleared for takeoff: How Luxair took control in an OTA-dominated market and impact.

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

WINNER

**BEST USE OF SEARCH - B2B (PPC): SMALL** Somebody Digital & UpCloud **Delivering Customer Conversion & Volume** The deliberate use of exact-match keywords combined with a tailored in-market audience highlights a strong grasp of the target demographic and precise targeting. Achieving a significant reduction

in CAC while more than doubling customer acquisition is truly remarkable.

Redefining PPC with AI, Automation, and Smart Targeting By leveraging Al-generated videos, they turned a small budget into enterprise-level performance, proving that smart automation can drive real impact. Their use of AI for both creative production and token-based targeting not only maximised efficiency but also significantly boosted engagement. **BEST USE OF SEARCH - HEALTH: SMALL** SILVER

We thought this entry was a true demonstration of perseverance and emotional strength,

We were impressed by the creativity and ingenious approach to targeting. Given the budget

constraints, the results achieved were outstanding and demonstrated remarkable intuition. The campaign stood out for its clear, measurable objectives and the inventive strategy applied

BEST USE OF SEARCH - REAL ESTATE & PROPERTY: LARGE WINNER IIH Nordic A/S & Boligsiden Transforming Danish Property Search Through Strategic SEO This campaign distinguished itself with a data-rich approach and a high level of technical excellence, which added significant credibility. The impressive traffic gains, fuelled by strategic and precise execution stood out in a highly competitive landscape. The seamless integration of creativity and operational discipline showcased a truly well-rounded and effective strategy.

**BEST USE OF SEARCH - FASHION: LARGE** WINNER Full Stack Experts & LPP Data is the New Black A first-class campaign that seamlessly integrates offline and online data to drive paid media, tackling the complexities of data integration and multi-channel attribution with finesse. The results are impressively detailed, highlighting significant improvements in revenue tracking and campaign efficiency. **BEST LOCAL CAMPAIGN (SEO): LARGE** WINNER

We were impressed by the creativity and innovation demonstrated in this campaign, especially how

a technical constraint and limited time was turned into a real opportunity. The use of automation

use of AI for research, was truly impressive. The related content brilliantly combined pop culture

with the gambling niche, making a challenging sector both appealing and newsworthy. Securing

placements in top UK newspapers highlights the campaign's success and smart use of data

**BEST LOCAL CAMPAIGN (PPC): LARGE** SILVER **BEST LOW BUDGET CAMPAIGN (PPC): SMALL** WINNER D3 & Slizza Maximising PPC Impact on a Limited Budget with AI & Automation

An impressive campaign showcasing innovative use of AI and precise targeting to drive results.

The execution was clearly outlined, demonstrating how strategic targeting translated into

and technical detail, delivered exceptional commercial results and waste reduction.

measurable success. The breakdown of different strategy segments was well-documented,

and the strong correlation between goals and results was particularly admirable. A well-structured

**MOST INNOVATIVE CAMPAIGN (SEO): SMALL** WINNER **Botpresso & Murf.ai** Voicing a Comeback with 47% Click Growth & \$740K Revenue Lift in 3 Months! The thoughtful execution of core marketing tactics through SEO was impressive, and the fleshedout strategy behind each individual approach highlighted a deep understanding of the landscape. The automated content decay tracking system is a particularly creative innovation, showcasing a forward-thinking approach to maintaining and enhancing performance. **MOST INNOVATIVE CAMPAIGN (PPC): SMALL** 

D3 showcased innovative use of AI and precise targeting delivering impressive results for the

client. The beautifully designed automation suite maximised impact, proving highly effective even

on a limited budget. This campaign seamlessly combined location-aware targeting, Al-generated

creative to create a responsive and efficient strategy. A smart fusion of technology, timing,

The educational approach clearly paid off, as evidenced by the impressive results. In a mature

pillars while simultaneously educating stakeholders. The partnership with the dev tech agency

was an absolute stroke of brilliance, forming a seamless, strategic alliance that drove success.

and challenging market, their strategy was genuinely clever, addressing the three essential SEO

Redefining PPC with AI, Automation, and Smart Targeting

**BEST PPC CAMPAIGN: SMALL** WINNER **MONSOON & Candle Shack** Strategic Growth in Germany This was an incredibly well put together and executed campaign, achieving impressive multichannel results, and showcasing the success of their strategy. Testing ads on Etsy for a nice but highly relevant audience was smart and demonstrated a strong understanding of the importance of building brand awareness.

and competitive market. **BEST USE OF AI IN CONTENT** WINNER Tomorrowmen & Seniorweb Automated Al-workflow for transforming text-based tutorials to intuitive video explanations This campaign demonstrated an impressive use of customer audience surveys to shape and refine its strategy throughout. The team went above and beyond, exceeding expectations. The member's testimonial was a great touch, adding authenticity. The campaign excelled in precise demographic targeting and the effective, accessible application of Al.

The judges thought this was an outstanding tool, with an impressive ability to deliver real-time

customised data insights. The conversational AI integration brings genuine value to PPC teams

in saving time that is spent on report preparation, and the client testimonials highlight the clear

This was a fantastic example of collaborating with data analysts and building a data integration

solution was a smart move. Despite facing tough competition and working with a small budget,

they achieved impressive results. Their strategic use of localisation and first-party data to reduce

return rates was particularly effective. They delivered outstanding results in a highly challenging

TrueClicks Never miss an issue or opportunity again TrueClicks' excellent breakdown of features showcased the depth of monitoring and its impact on client performance. The demo access was particularly valuable in highlighting the tool's capabilities. Their strong task prioritisation, time-saving automation, and account health transparency made this an exceptionally practical and effective solution. **BEST IN-HOUSE TEAM** WINNER **HSBC UK PPC Team** 

HSBC showcased an excellent example of driving savings through enhanced optimisation.

The results achieved were outstanding, and it's great to see that the savings from fee reductions

Cedarwood Digital stands out as an exceptional small agency that excels in balancing commercial

growth, technical excellence, and meaningful community impact. Their focus on staff development through training and collaboration with university students highlights a culture of growth salary review process was particularly striking. The agency demonstrates a commitment to fostering community growth, and enhancing AI integration across its services. channable

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