THE JUDGES THOUGHT...

BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO)

WINNER
Assembly & Centrepoint

Assembly provided us with a comprehensive view of their objectives and budget and it was also great to see personas being defined. Driving an additional 45M+ in revenue and saving 1.5M+ in budget is a remarkable achievement, which they should be extremely proud of.

BEST USE OF SEARCH - RETAIL / ECOMMERCE (PPC)

WINNER
Assembly & Lululemon

This campaign delivered outstanding results! The innovative use of Assembly's proprietary STAGE platform to optimise underperforming SKUs and real-time data-driven adjustments was a standout. Amazing work

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BEST USE OF SEARCH - FINANCE (SEO)

WINNER
SEO Sherpa & Hayah

This was a perfect example of content strategy and technical SEO optimisations. SEO Sherpa had clear goals which were outlined at the start of the project. They also showed a nice use of UX & SEO for enhanced experiences and delivered really impressive results. The campaign was also a great example of how leveraging SEO can help compete in a saturated landscape.

BEST USE OF SEARCH - FINANCE (PPC)

WINNER
TIDAL Digital & mimojo

We were particularly impressed with the use of persona-based targeting, rapid A/B testing and leveraging Apple search custom pages in this campaign. They had an excellent focus on data-driven decision making and the optimisations led to impressive results.

BEST USE OF SEARCH - TRAVEL / LEISURE (SEO)

WINNER
SEO Sherpa & YAS Island

The campaign delivered outstanding results, with impressive organic revenue growth and remarkable ROI within just six months. The ability to achieve such high ROI in a short time frame is a clear testament to the strength and effectiveness of the SEO strategy employed.

BEST USE OF SEARCH - TRAVEL / LEISURE (PPC)

WINNER
TIDAL Digital & Dubai International Boat Show

The results of this campaign are outstanding, demonstrating very high-level work. We loved the strategy; it was fun and expansive yet also laser-focused on the audience targets. Great work!

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

WINNER
Chain Reaction & UNRWA

This campaign was outstanding! Chain Reaction demonstrated an excellent use of social media advertising and delivered amazing results for UNRWA.

BEST USE OF SEARCH - B2B (SEO)

WINNER
Assembly & SeaRates

The campaign effectively targeted a niche industry by optimising key logistics-related terms, which significantly boosted organic sessions and search visibility. The technical SEO improvements contributed to a substantial increase in non-branded keyword rankings, showcasing strong strategic planning and execution.

BEST USE OF SEARCH - B2B (PPC)

WINNER
NEXA & Toshiba

The entry effectively identifies Toshiba's challenge and outlines a strategic SEO plan aimed at boosting regional visibility and reclaiming market opportunities. The goal is ambitious yet realistic, demonstrating strong alignment with business needs.

BEST USE OF SEARCH - B2C (SEO)

WINNER
Chain Reaction & Samsung Pakistan

The technical implementation, API usage and strategic implementation is an amazing showcase of great SEO as demonstrated by Chain Reaction. The scaled growth shows an amazing success story, well done!

BEST USE OF SEARCH - B2C (PPC)

WINNER
Magna & Jumeirah

The use of historical data analysis and search performance insights allowed the team to isolate high-intent audiences and maximize revenue. The results were outstanding. They had a strong focus on search intent and high impression share to dominate competitors in difficult periods.

BEST USE OF SEARCH - HEALTH

WINNER
Chain Reaction & Aeon Clinic

This campaign stood out for its level of detail, impressive strategy and use of tools that go beyond the basic level of SEO activities. We loved the fact that so much focus on the use of influencers and offline channels to impact SEO performance.

BEST USE OF SEARCH - AUTOMOTIVE

WINNER
TIDAL Digital & Rolls-Royce

The campaign effectively leveraged a creative and luxurious brand narrative, helping the campaign with the 2023 World Dealer of the Year award. It is impressive how the campaign balanced engagement with conversion goals, resulting in high visibility and direct sales improvements for Rolls-Royce.

BEST USE OF SEARCH - REAL ESTATE & PROPERTY

WINNER
Assembly & Sobha Realty

We loved this campaign! The keyword strategy was excellent and balanced both the global and local market's needs. They demonstrated multi-lingual targeting, addressing international investors efficiently. They also had clear and measurable objectives which aligned with a well-defined budget.

BEST USE OF SEARCH - FMCG

WINNER
SEO Sherpa & Orange

This campaign excelled in overcoming technical challenges and delivered outstanding results, particularly with a 1,500% ROI and remarkable growth in Arabic users and revenue. The team's ability to adapt to global restrictions and focus on both technical SEO and user experience was key to their success.

BEST USE OF SEARCH - FASHION

WINNER
SEO Sherpa & Sand Dollar

SEO Sherpa demonstrated an impressive use of the content marketing strategy and technical SEO implementations, with a campaign that delivered amazing results.

BEST LOCAL CAMPAIGN (SEO)

WINNER
Chain Reaction & Samsung Pakistan

The results of this campaign were outstanding! The technical SEO fixes and keyword optimisation significantly improved visibility and engagement, surpassing traffic and ranking targets.

BEST LOCAL CAMPAIGN (PPC)

WINNER
Chain Reaction & Maestro Pizza KSA

This campaign demonstrated an excellent use of a full funnel strategy and innovative ad bursts. The results exceeded the planned figures across all metrics, with high engagement and strong brand awareness, which was fantastic to see. The tailored approach by region and city was smart and effective in boosting underperforming locations.

BEST LOW BUDGET CAMPAIGN (SEO)

WINNER
NEXA & Thirty Sleeps

This was an excellent case study in a competitive market. The combination of UX, technical SEO and semantic strategy proved high returns on business bottom line, really driving the business forward. The KPI's and goals were impressive and tied successfully to the revenue.

BEST LOW BUDGET CAMPAIGN (PPC)

WINNER
NEXA & Magnate Assets

A dual-channel campaign that went beyond the settings in tool interfaces. The agency focused on lead nurturing to maximize the effects and quality of leads acquired within a limited budget. This is what integration and integrated campaigns is all about! There is content, martech, CRM data, ad channels, SEO and more, amazing!

BEST INTEGRATED CAMPAIGN

WINNER
TIDAL Digital & Dubai International Boat Show

Tidal Digital delivered amazing results for their client, which tied directly back to their objectives. The strategy implemented shows a high level of skill and knowledge. Well done!

MOST INNOVATIVE CAMPAIGN

WINNER
Chain Reaction & Maestro Pizza KSA

The execution of this campaign was extremely creative, leading to impressive results. The campaign had clear objectives and measurable metrics throughout, following an effective strategy to engage a broad audience and adapt to challenges.

BEST ARABIC PPC CAMPAIGN

WINNER
Chain Reaction & Maestro Pizza KSA

This campaign delivered impressive results, particularly in ROAS growth, customer retention and cost-per-conversion reduction. The multi-platform strategy effectively captures audience attention at different stages of the funnel through a use of AI-driven strategies to optimise performance across multiple platforms.

BEST ARABIC SEO CAMPAIGN

WINNER
Assembly & Nice One

This entry demonstrates remarkable recovery and growth after an initial setback. Addressing the URL configuration glitch not only restored the indexed pages but improved performance. This campaign showcased strategic integration of channel data, the team's resilience and technical proficiency. Additionally, this SEO campaign tied to exceptional revenue growth for the business, making it the clear winner!

BEST PPC CAMPAIGN

WINNER
Home of Performance & Effect Doctors London

This was a comprehensive full-funnel approach that successfully increased awareness and category search volume. The holistic approach, combining Google, Meta, and organic content, drove significant growth in leads and customer acquisition. The careful use of influencers and educational content enhanced audience trust.

BEST SEO CAMPAIGN

WINNER
Assembly & Nice One

The campaign showed exceptional creativity, particularly in how it integrated real-time K-Beauty trends from social media into the website strategy. The category-specific SEO and immediate adaptation to viral trends were highly innovative.

BEST USE OF CONTENT MARKETING IN ARABIC

WINNER
Chain Reaction & Asharq News

This SEO campaign showed a comprehensive strategy that implemented best practices but also focused on an audience and user-centric approach. The tool usage and EEAT strategies made this campaign a clear winner.

BEST USE OF CONTENT MARKETING (OTHER LANGUAGES)

WINNER
Assembly & Mashreq

This was an innovative use of TikTok to engage younger audiences. The campaign effectively targeted both children and their parents by using a dual-influencer strategy, engaging parents and connecting with Gen Z, delivering relatable and educational content about financial literacy through TikTok.

BEST USE OF PR IN A SEARCH CAMPAIGN

WINNER
SEO Sherpa & Informa Connect Academy

This campaign demonstrates a strong example of how PR can be integrated with SEO to drive extraordinary results. The creativity and execution of the campaign were its standout features, especially the compelling use of data-driven storytelling to engage both the media and the public. It was one of the best backlinking campaign we've seen!

BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN

WINNER
TIDAL Digital & Rolls-Royce

This campaign is a great example of continued performance optimisation, leveraged use of machine learning, localisation of creative, and creative rotation. It demonstrated a great use split testing, delivered outstanding results and overall, is a brilliant campaign.

BEST USE OF DATA (SEO)

WINNER
Assembly & Nice One

This campaign exemplifies the power of data in driving strategic SEO success, and its standout use of real-time insights made it an exceptional case. The campaign's ability to adapt to real-time data, particularly from social media, and factor it into SEO strategies was its strongest asset. The rapid growth in organic revenue and visibility, alongside the seamless handling of technical challenges, shows superior execution.

BEST USE OF DATA (PPC)

WINNER
TIDAL Digital & mimojo

The campaign effectively utilised Adjust data analytics to fine-tune its strategy, attracting high-value users and successfully scaling up mimojo's presence in the UAE market. The clear results indicate strong execution.

BEST PERFORMANCE CAMPAIGN

WINNER
Assembly & Lacoste

We loved this campaign! The implementation of custom PMAX scripts demonstrated a deep understanding of how to leverage emerging keyword trends and underperforming placements, achieving strong improvements in ROAS, conversion rates, and search visibility.

BEST USE OF AI IN PPC

WINNER
Assemby & Lululemon

Assembly have demonstrated a strong use of AI to optimise campaign performance and SKU visibility. The STAGE platform integrates a wide range of data sources and offers a multi-criteria decision analysis to optimise SKU performance, showcasing advanced innovation in data management. The results for Lululemon, with significant improvements in SKU visibility and performance, highlight its effectiveness.

BEST SOFTWARE INNOVATION

WINNER
SEO Sherpa & Sherpa Basecamp

Sherpa Basecamp introduces an innovative intelligence tool for agencies, offering real-time insights and optimisation opportunities. This could significantly improve efficiency and performance for SEO agencies.

BEST SEO SOFTWARE SUITE

WINNER
Chain Reaction

This is a great tool for taking keyword research and content optimisations to the next level. It improves the overall efficiency for SEO's and has nice features to acquire quality backlinks.

BEST SEARCH SOFTWARE TOOL

WINNER
TrueClicks

We thought this was one of the best PPC optimisation tools on the market! TrueClicks provided a detailed overview of existing plan points & how they worked smartly to overcome these issues. The case studies prove just how valuable this tool is, well done!

BEST AI SEARCH SOFTWARE SOLUTION

WINNER
TrueClicks' Multilingual Spelling & Grammar Checker

Multilingual proofreading is a game changer! The tool is extremely convenient when it comes to fixing issues, very easy to use and understand and overall, an impressive tool that can be used by many,rising star award

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RISING STAR AWARD

WINNER
Muhammed Zahi Naushad | SEO Sherpa

For only being in the industry for 4 years, Muhammed has demonstrated a commitment to the industry and developing knowledge and skills. It was great to see Muhammed's involvement with apprenticeship programmes and promotion to SEO Specialist at SEO Sherpa. Muhammed is clearly a valued team member at SEO Sherpa with a very bright future ahead.

BEST CONSULTANT

WINNER
Hazal Ulubaş | SEO Sherpa

Hazal Ulubaş is a well-rounded professional who combines technical skill, leadership, and innovative thinking. Hazal spearheaded multiple initiatives, including capacity tracker and CRPM. Her innovative mindset is clearly a competitive edge, driving both team productivity and client success.

BEST LARGE PPC AGENCY

WINNER
House of Performance

This agency stood out for the level of work for clients. Their impressive client results from well-executed campaigns are excellent explanations for their low retention and increases in turnover generated by the agency.

BEST LARGE SEO AGENCY

WINNER
SEO Sherpa

SEO Sherpa's strong focus on measurable results, combined with its client-centric approach, makes it stand out. Their history of successful campaigns and detailed process explanations show their expertise and reliability as an agency.

BEST SMALL INTEGRATED AGENCY

WINNER
TIDAL Digital

TIDAL's strategic and innovative approach, particularly in overcoming data privacy challenges through AI integration, has been impressive. Their results consistently exceeded expectations across multiple platforms, particularly in lead quality and engagement metrics, showing the effectiveness of the rebrand and website performance improvements. They have a strong focus on sustainability and positive company culture, which resonates well with clients and sets a great example.

BEST LARGE INTEGRATED AGENCY

WINNER
Assembly

Assembly showcases an impressive growth story, evolving from a specialised paid performance agency to a full-service, end-to-end partner. Their commitment to integrating diverse digital services, from search and SEO to CRM and offline media, demonstrates their agility and forward-thinking approach. With remarkable client retention rates and a clear focus on people, purpose, and product, Assembly exemplifies the qualities of a truly integrated, client-focused agency deserving of recognition.