

BEST USE OF SEARCH -

FINANCE (SEO)

WINNER

WPP MEDIA MENA & VML & FAB

Winning the SEO Race in UAE's Competitive Banking Sector

campaign exceptional. On a modest annual budget, the campaign delivered phenomenal ROI,

business goals, truly an impressive example of SEO efficiency and business impact.

BEST USE OF SEARCH -

TRAVEL/LEISURE (PPC)

WINNER

TIDAL DIGITAL & DUBAI INTERNATIONAL BOAT SHOW

Deep Depths of Success

A bold, creative campaign that went beyond repeating past successes, embracing

BEST USE OF SEARCH ·

B2B (PPC)

WINNER

CHAIN REACTION & ZID

Early Wins, Bold Results

improved ROAS and controlled CAC. By addressing seasonal competition

BEST USE OF SEARCH -

B2C (PPC)

SILVER

MAGNA GLOBAL & JUMEIRAH **Breaking Seasonality**

clever segmentation, and smart use of BigQuery and demand data to ensure every ad dollar

BEST USE OF SEARCH -

REAL ESTATE & PROPERTY

WINNER

ASSEMBLY MENA & EMAAR PROPERTIES

A Hybrid Organic Strategy for the Generative Search Era

their careful planning, willingness to experiment, and strong problem-solving capabilities.

BEST USE OF SEARCH -

FASHION

WINNER

CHAIN REACTION

Unlocking Al-Driven Innovation in E-Commerce

BEST LOCAL

CAMPAIGN (PPC)

WINNER

HOME OF PERFORMANCE & PAPA JOHNS

UAE Win a Million AED Campaign Execution

Their creative behavioural tactics, such as gamified incentives, helped maximise AOV,

BEST INTEGRATED

CAMPAIGN

WINNER

TIDAL DIGITAL & DUBAI INTERNATIONAL BOAT SHOW

Deep Depths of Success

BEST SEO **CAMPAIGN**

WINNER

SEO SHERPA & VEHICLE REPORT

Driven by Data

This was an excellent approach with a smart strategy, precise targeting, and strong execution.

BEST ARABIC

SEO CAMPAIGN

WINNER

ASSEMBLY MENA & NICE ONE

Doubling Visibility, Shaping the Future of Search

BEST USE OF CONTENT MARKETING

(OTHER LANGUAGES)

WINNER

SEO SHERPA & YAS PARKS

Yas to Success!

backed by technical rigour and valuable content. The blog pages showed high engagement

BEST USE OF DATA

WINNER

CHAIN REACTION & AAWSAT

AAA Topicality

excellent results, exceeding traffic targets and demonstrating effective execution.

BEST USE OF

AI IN PPC

WINNER

DIGITAL ROCKET IO & INITIATIVE MEDIA & E&

Ramadan Offers 2025

conversions. Strong efficiency was evident, with excellent cost per landing page

BEST PPC MANAGEMENT

SOFTWARE SUITE

WINNER

OPTMYZR Fueling PPC Efficiency Through Al Innovation

BEST SMALL

SEO AGENCY

WINNER

MARKETHINKERS

BEST LARGE

PPC AGENCY

WINNER

HOME OF PERFORMANCE

term impact. A continued focus on retention and lasting partnerships remains a core strength.

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PIMENTO.



2025 JUDGE COMMENTS

BEST USE OF SEARCH -

RETAIL / ECOMMERCE (PPC)

WINNER

CHAIN REACTION & TOMMY HILFIGER

Conquering the Peak Season Power Play

BEST USE OF SEARCH -

TRAVEL/LEISURE (SEO)

WINNER

WPP MEDIA MENA & QIDDIYA

From Vision to Visits

BEST USE OF SEARCH -

B2B (SEO)

WINNER

NEXA & E& ENTERPRISE

Dominating B2B Search Visibility Across MENA

and the campaign was presented with clarity and structure that made it both compelling

BEST USE OF SEARCH -

B2C (PPC)

WINNER

ONLINE MARKETING GURUS UAE & THEARK VETERINARY CLINIC

The Ark's Pawprint at the Top of Search

A well-executed, data-driven campaign that consistently optimised through SQRs, A/B testing,

BEST USE OF SEARCH -

AUTOMOTIVE

WINNER

ASSEMBLY MENA & BYD UAE

The Underdog Changing Perceptions

BEST USE OF SEARCH -

FMCG

WINNER

WAYVE MEDIA AGENCY & CARREFOUR

Turning SEM into a Customer Acquisition Growth Engine

transitioning from a ROAS focus to a profit-driven, acquisition-first approach. The team delivered

increase in conversions and value were particularly impressive given the constraints.

BEST LOCAL

CAMPAIGN (SEO)

SILVER

C2 COMMS & TAALEEM

Jumeira Baccalaureate School's SEO Campaign

BEST LOW BUDGET

CAMPAIGN (PPC)

WINNER

CLOUDSTONS & MAYFAIR WRAPPING

From Start up to Market Leader on a Shoestring

An outstanding low-budget initiative that demonstrated clear spend management and a disciplined,

landing pages helped elevate a start-up to become one of Dubai's top three wrapping companies.

MOST INNOVATIVE

CAMPAIGN

WINNER

CHAIN REACTION

Unlocking Al-Driven Innovation in E-Commerce

adaptation. From AI-generated Smart Landing Pages to crawl-budget optimisations, schema

BEST PPC **CAMPAIGN**

SILVER

ASSEMBLY & MUMZWORLD & UNLOCKING PRODUCT

Level Efficiency with Tiered PMax Segmentation

The results are exceptional and speak for themselves. A smart, scalable, and truly innovative

BEST USE OF ARABIC

IN CONTENT MARKETING

WINNER

CHAIN REACTION

Unlocking Al-Driven Innovation in E-Commerce

BEST USE OF SOCIAL MEDIA

WINNER

CHAIN REACTION & TOMMY HILFIGER

Conquering the Peak Season Power Play

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BEST USE OF SEARCH -RETAIL / ECOMMERCE (SEO) WINNER

ASSEMBLY MENA & CENTREPOINT From Rankings to Revenue: Record-Breaking E-commerce Growth

> **BEST USE OF SEARCH -FINANCE (PPC)**

> > WINNER

TIDAL DIGITAL & MIMOJO Cashback to the Future

funnel design, rigorous creative testing, and an innovative solution to iOS tracking

BEST USE OF SEARCH -THIRD SECTOR / NOT-FOR-PROFIT WINNER **ASSEMBLY MENA & SHARE THE MEAL**

140% Visibility, 70% More Clicks: SEO That Drives Impact for Good were exceeded. They demonstrated strong planning, effective execution and measurable impact.

> **B2C (SEO)** WINNER

NEXA & DUBAI CREEK RESORT BY PARK HYATT The Visibility Blueprint

BEST USE OF SEARCH -

BEST USE OF SEARCH -

HEALTH

WINNER

in GCC luxury hospitality was a remarkable turnaround. The submission was

SEO SHERPA & ESTENARH Optimised for Wellbeing

SILVER SEO SHERPA & BLOOM Results in Bloom

BEST USE OF SEARCH -

REAL ESTATE & PROPERTY

CAMPAIGN (SEO) WINNER **CHAIN REACTION & SAMSUNG PAKISTAN**

BEST LOCAL

Unstoppable Success

innovative, creative thinking. The team surpassed clear traffic and ranking goals while skillfully

WINNER CHAIN REACTION & AYLA Shining Through the Shadows

BEST LOW BUDGET

CAMPAIGN (SEO)

dedicated FAQ hub for Answer Engine Optimisation. By addressing real user concerns and building it delivered remarkable ROI, demonstrating ingenuity, resilience, and strategic excellence.

BEST INTEGRATED

CAMPAIGN SILVER **ACOUISIT & KERASTASE**

Launching Gloss Absolu with Multi-Platform Campaigns and OOH Activations

BEST PPC **CAMPAIGN**

CRÉO GLOBAL & MEYDAN FREE ZONE From Intent to Incorporation – PPC Campaign

BEST ARABIC

and smart audience layering drove impressive revenue and RDAS. Focused on efficiency

BEST USE OF PR IN A

WINNER

PPC CAMPAIGN WINNER

CHAIN REACTION & MAESTRO PIZZA KSA Peak Provoked Craving: Maestro's Tastiest PPC while reducing COA. Strong multi-channel execution, geo-targeted restructuring, localised ad copy,

> WINNER SEO SHERPA & BLOOM

Results in Bloom storytelling, and rigorous research. The team delivered high-authority UAE coverage on an efficient budget, generating meaningful media coverage, backlinks, and clear KPI success.

BEST USE OF DATA

(PPC)

WINNER

CRÉO GLOBAL & MEYDAN FREE ZONE Pipeline Propulsion – Use of Data (PPC) Campaign

transparency, weighted CPA linked to actual sales value, and a multi-channel approach delivered

BEST USE OF AI **IN CONTENT** WINNER

CHAIN REACTION Unlocking AI-Driven Innovation in E-Commerce

REFFINE & JAGUAR LAND ROVER MENA Reffine Insights Tool

Tool addressed a critical gap in global SEO by providing geographically segmented,

BEST SEARCH

SOFTWARE TOOL

WINNER

in Core Web Vitals, rankings, and user experience, providing clear value for

BEST LARGE SEO AGENCY

WINNER

QA, and reporting driving consistency and client KPI success. Impressive client breadth

SEO SHERPA

BEST USE OF AI IN SEARCH WINNER

ASSEMBLY MENA & HERTZ UAE

Empathy-Driven SEO, Fuelled by AI use of proprietary technology, empathy mapping, and collaboration with Hertz's

BEST SOFTWARE

INNOVATION

SEO SHERPA Trifecta Al

WINNER

BEST START-UP AGENCY

An impressive agency demonstrating rapid growth and strong operational management, respected CEO, the agency has delivered clear client results, earned industry recognition,

BEST SMALL

PPC AGENCY

WINNER

MASAR LABS

WINNER

CRÉO GLOBAL

Delivering outstanding ROAS, reduced CPAs, and measurable client growth, their integrated

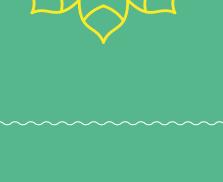
to competing with global agencies—even in a highly competitive, discount-driven market.

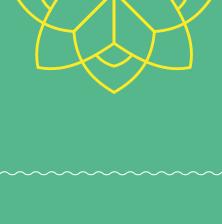
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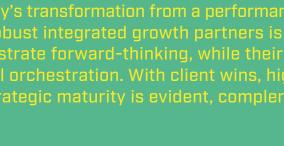
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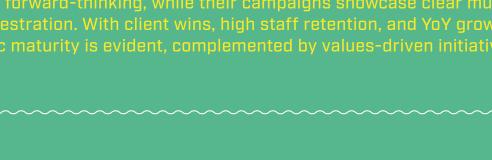
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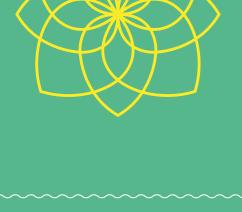
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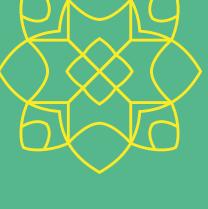














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