






THE JUDGES THOUGHT...

<p>BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO)</p> <p>WINNER</p> <p>Somebody Digital & Lofta</p> <p>Outstanding work on their SEO strategy! The agile approach to content SEO was impressive, especially the way challenges were openly discussed and tackled. Their focus on identifying high-value products, and the integration of the review by medical experts step was a brilliant touch, ensuring both credibility and relevance.</p>	<p>BEST USE OF SEARCH - FASHION</p> <p>WINNER</p> <p>Tombras & Paul Fredrick</p> <p>Tombras truly excelled in their attention to detail, the segmentation of high-value customers was a standout move, often overlooked by many, but here it was executed flawlessly. The ad copy was particularly impressive, visually compelling and clearly crafted with the target audience in mind. It was also inspiring to read about the unique challenges faced and how the team navigated these obstacles with creativity and resilience</p>	<p>BEST USE OF AI IN PPC</p> <p>WINNER</p> <p>NP Digital & Universal Technical Institute</p> <p>A brilliant example of how optimisation and creativity can drive significant results. The impressive use of AI throughout the campaign is a game-changer. This innovative strategy not only enhanced performance but also delivered significant savings, making it incredibly cost-effective. A truly outstanding effort that showcases the power of smart technology and creative thinking in achieving optimal results!</p>
<p>BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO)</p> <p>SILVER</p> <p>Victorious & SimplyFun</p> <p>The Victorious team's creative and innovative strategy delivered impressive results, even with the unexpected challenge of a site migration. Their ability to constructively overcome obstacles was remarkable, leading to significant keyword improvements. This approach not only achieved success but also showcased their adaptability and expertise in the face of unforeseen challenges.</p>	<p>BEST LOCAL CAMPAIGN (SEO)</p> <p>WINNER</p> <p>Honest Digital & Veterans Ford</p> <p>An exemplary approach with outstanding results. The thoughtful mix of measures and smart improvements to landing pages have paid off. The detailed breakdown of objectives and team contributions is impressive. Despite budget restrictions, the team has achieved remarkable success, showcasing their resourcefulness and strategic prowess.</p>	<p>BEST USE OF AI IN CONTENT</p> <p>WINNER</p> <p>Somebody Digital & Indeed</p> <p>Integrating Indeed Flex's local expertise with organic search data to pinpoint quick-win opportunities was a savvy move, showcasing a deep understanding of market dynamics. The use of Search Console to highlight YoY improvements with specific metrics further underscores the campaign's effectiveness. The detailed approach to AI prompts, resulting in top-quality content, and the innovative sealing of the project through AI, are both impressive and forward-thinking.</p>
<p>BEST USE OF SEARCH - RETAIL / ECOMMERCE (PPC)</p> <p>WINNER</p> <p>Tombras & Sally Beauty</p> <p>This campaign is a fantastic example of leveraging audience insights for exceptional results. The innovative use of the YouTube video builder for categorisation and the meticulous cleanup of ad structures were particularly impressive, showcasing both creativity and strategic thinking. The transparency in explaining the rationale behind creative and technical decisions added invaluable clarity. The campaign's ability to drive substantial e-commerce revenue solely through paid search, while transforming ad quality, underscores its remarkable effectiveness.</p>	<p>BEST LOCAL CAMPAIGN (PPC)</p> <p>WINNER</p> <p>Tombras & PGA TOUR Superstore</p> <p>This campaign is a masterclass in collaboration and innovation, showcasing an impressive relationship between the agency and client. The creatives are outstanding, not only in their execution but also in their ability to highlight and celebrate a local campaign with genuine impact. The integration of all aspects into a solid, multi-layered strategy is commendable, and the innovative use of technology combined with a smart segmentation strategy truly sets this campaign apart.</p>	<p>BEST USE OF AI IN CONTENT</p> <p>SILVER</p> <p>PODS & Tombras</p> <p>This campaign is a masterclass in creativity and strategic precision. The clear location focus was perfectly aligned with the objectives and target audience, ensuring every element was on point. Leveraging Google Gemini to create an 'impossible' POD billboard campaign for the Google event was a stroke of genius, turning free PR into a powerful driver of brand awareness. The innovative use of AI throughout the campaign is truly innovative, showcasing a forward-thinking approach that sets a new standard for creative marketing.</p>
<p>BEST USE OF SEARCH - FINANCE (SEO)</p> <p>WINNER</p> <p>Milestone Inc. & One Nevada Credit Union</p> <p>An outstanding showcase of meticulous detail and a comprehensive approach to the campaign, covering all core SEO tactics with precision. The excellent application of local SEO strategies significantly contributed to the campaign's success. The extremely impressive results, particularly the substantial increase in loans, underscore the effectiveness of this well-rounded strategy.</p>	<p>BEST LOW BUDGET CAMPAIGN (SEO)</p> <p>WINNER</p> <p>Go Fish Digital, an Agital Company & Down & Feather</p> <p>An outstanding demonstration of a holistic approach and a profound understanding of E-EAT factors. This small eCommerce brand's success against industry giants is a testament to their exceptional strategy and flawless execution. The results speak volumes about the effectiveness of their well-crafted approach. An award-winning achievement!</p>	<p>BEST SOFTWARE INNOVATION</p> <p>WINNER</p> <p>NewzDash</p> <p>This tool is a leading example of identifying and filling a significant industry gap with a design meticulously crafted for the end user. The strategic positioning of the tool as more than just an SEO solution, recognising its broader potential for organic search insights, is particularly impressive. The focus on solving real problems for a clearly defined target audience is admirable.</p>
<p>BEST USE OF SEARCH - FINANCE (PPC)</p> <p>WINNER</p> <p>LOCOMOTIVE & Tipalti</p> <p>This campaign is a perfect example of strategic excellence and execution. The innovative approach to rank news on Google, by effectively showcasing how it stands out from comparable tools, it demonstrated its unique advantages and benefits to users. Filling a significant gap in the market, this tool adeptly handles both small and large spending across various marketing channels. The emphasis on an API-focused approach is particularly noteworthy, as it allows for agile pivots and rapid market solutions that would otherwise demand extensive coding.</p>	<p>BEST LOW BUDGET CAMPAIGN (PPC)</p> <p>WINNER</p> <p>Honest Digital & Gunther Mitsubishi</p> <p>Honest Digital sets a new standard in the industry with its unique approach to "training" AI and Google machine learning. By innovatively leveraging these technologies, the team was able to significantly lower overall costs—something rarely seen in this sector. Achieving an average cost per conversion over five times less than industry averages is nothing short of extraordinary. This strategy not only demonstrates cutting-edge thinking but also delivers exceptional results.</p>	<p>BEST PPC MANAGEMENT SOFTWARE SUITE</p> <p>WINNER</p> <p>Optmyzr</p> <p>This campaign truly excelled in every aspect, combining creativity with collaboration to achieve outstanding results. The well-defined objectives and deeply detailed target audience were crucial in reversing the declining golf ball sales trend in the first half of the year. Not only did it meet overall paid search revenue and increase store visits, but it also brilliantly bridged the gap between online search and local inventory. This winning strategy has not only driven growth but has also solidified PGA TOUR Superstore's strong position in the market.</p>
<p>BEST USE OF SEARCH - TRAVEL / LEISURE (SEO)</p> <p>WINNER</p> <p>DAC & Holland America Line</p> <p>The incremental progress and impressive recovery from initial setbacks demonstrate the DAC team's resilience and adaptability. Starting with a comprehensive pre-migration phase was a smart move, laying a solid foundation for everything that followed. The implementation and creativity, especially the meticulous use of checklists, were standout elements that ensured every detail was accounted for.</p>	<p><small>PROUDLY SPONSORED BY</small> </p> <p>BEST INTEGRATED CAMPAIGN</p> <p>WINNER</p> <p>Somebody Digital & ApriaDirect</p> <p>Somebody Digital's well-articulated and thoughtful approach, coupled with consistent cross-channel promotion, truly demonstrated a mastery of integrated campaign management. The year-over-year performance comparison was particularly insightful, and the inclusion of email showcased a nuanced understanding of both growth and retention. This campaign exemplifies excellence in leveraging both paid and owned channels to drive impressive results.</p>	<p>BEST SEO SOFTWARE SUITE</p> <p>WINNER</p> <p>NewzDash</p> <p>The extensive illustrations of the tool's unique features highlight its essential role for anyone looking to rank news on Google. The detailed examination of existing problems and the target audience is impressive, providing clear insights into the tool's benefits. This is a stellar example of how a well-crafted toolset can significantly enhance visibility and effectiveness in the competitive news landscape.</p>
<p>BEST USE OF SEARCH - TRAVEL / LEISURE (PPC)</p> <p>WINNER</p> <p>Eight Oh Two & InTown Suites</p> <p>Eight Oh Two's ability to maximise impact with limited resources is truly impressive. Their innovative approach to budget management, combined with a strategic use of data, ensured that every decision was informed and purposeful. The creativity displayed throughout this campaign highlights their exceptional ability to think outside the box and achieve outstanding outcomes.</p>	<p><small>PROUDLY SPONSORED BY</small> </p> <p>MOST INNOVATIVE CAMPAIGN (PPC)</p> <p>WINNER</p> <p>Tombras & PGA TOUR Superstore</p> <p>This campaign truly excelled in every aspect, combining creativity with collaboration to achieve outstanding results. The well-defined objectives and deeply detailed target audience were crucial in reversing the declining golf ball sales trend in the first half of the year. Not only did it meet overall paid search revenue and increase store visits, but it also brilliantly bridged the gap between online search and local inventory. This winning strategy has not only driven growth but has also solidified PGA TOUR Superstore's strong position in the market.</p>	<p>BEST USE OF AI FOR DATA</p> <p>WINNER</p> <p>Adthens's Brand Activator</p> <p>It's inspiring to see such a longstanding issue addressed with a solution that's both simple and ingenious. The reduction in annual SEM spend is a remarkable achievement, highlighting the effectiveness of this approach. The detailed focus on their unique selling proposition and features truly stands out. Especially the round-the-clock monitoring, seamless automatic deactivation and reactivation, and comprehensive monthly reporting.</p>
<p>BEST USE OF SEARCH - GAMING</p> <p>WINNER</p> <p>beMarketing & ArcadeLive!</p> <p>This campaign is a testament to remarkable performance and strategic prowess, achieving high impressions and conversion rates within just three months. The tangible results not only highlight the team's ability to deliver measurable and impactful outcomes but also showcase their resilience in overcoming unexpected challenges.</p>	<p>MOST INNOVATIVE CAMPAIGN (SEO)</p> <p>WINNER</p> <p>Victorious & Vizard</p> <p>Impressive work identifying content topics even when keyword data wasn't available, this is a fantastic example of how SEO is vital to a start-up's long-term growth. The significant increase in traffic clearly demonstrates the impact of this strategic foresight.</p>	<p>BEST SEARCH SOFTWARE TOOL</p> <p>WINNER</p> <p>NewzDash</p> <p>This platform is truly a game changer in the content space, setting a new standard with its near real-time data and all-inclusive SERP results. The level of insight and immediacy it offers goes far beyond anything else currently available. The images used to demonstrate the tool's capabilities were not just informative but also pivotal in showcasing its power and versatility. The comparison chart was a standout feature, clearly illustrating the platform's superiority in a crowded market.</p>
<p>BEST USE OF SEARCH - THIRD SECTOR / NOT FOR PROFIT</p> <p>WINNER</p> <p>Critical Mass & the U.S. Army</p> <p>Prioritising instant access to information was a genius choice, and the commitment to executing this complex implementation over taking shortcuts speaks volumes about the team's dedication. The focus on high-intent traffic rather than just clicks and rankings is especially noteworthy, demonstrating a deep understanding of meaningful engagement. This approach not only highlights strategic excellence but also showcases an exceptional commitment to delivering genuine value.</p>	<p>BEST PPC CAMPAIGN</p> <p>WINNER</p> <p>Tombras & Sally Beauty</p> <p>The meticulous attention to detail in defining the target audience and creating personas is impressive, laying a strong foundation for success. The complete restructuring and rebalancing of the campaign from scratch demonstrate a deep understanding of the client's needs and market dynamics. The inclusion of numerous illustrative screenshots provides clear insights into the process, making the strategy both transparent and actionable. The resulting impact on the client has been transformative, showcasing the campaign's effectiveness and the team's exceptional skill.</p>	<p>BEST AI SEARCH SOFTWARE SOLUTION</p> <p>WINNER</p> <p>Adthens's Brand Activator</p> <p>The feature that automatically pauses Google Ads bidding on brand terms where a company already excels organically is a brilliant innovation, ensuring efficient budget allocation and maximising ROI. The attention to detail around the USP and features highlights a deep understanding of the product's strengths and market needs. Overall, this campaign not only demonstrates strategic brilliance but also sets a new standard for integrating technology and storytelling in digital marketing.</p>
<p>BEST USE OF SEARCH - B2B (SEO)</p> <p>WINNER</p> <p>AIMCLEAR & ImageTrend</p> <p>Exceptional work in a challenging YMYL sector! The team's personality truly shone through, complementing their impressive achievements. The excellent use of AI and a strong focus on better analytics were standout aspects of their approach, driving success in such a demanding space.</p>	<p>BEST SEO CAMPAIGN</p> <p>WINNER</p> <p>Victorious & Timothy Legal</p> <p>The technical content and link-building efforts were nothing short of impressive, especially in such a challenging sector. Victorious brilliantly demonstrated how SEO can outshine PPC, delivering dramatic savings and an outstanding ROI for the client. The detailed explanation of the process, with a strong grasp of E-EAT, was particularly noteworthy and crucial in this vertical. Seeing a client turn off PPC due to the overwhelming success of SEO leads is almost unheard of, this is a true testament to the power of their strategy!</p>	<p>RIISING STAR AWARD</p> <p>WINNER</p> <p>Taylor Pane PMG</p> <p>Taylor exemplifies a blend of eagerness to learn, proactive initiative, and a fearless approach to acquiring new skills for the benefit of the company. Their positive attitude, coupled with their technical aptitude and willingness to support others, fosters a strong sense of trust and belief in their capabilities. Such qualities are invaluable and greatly enhance any organisation, showcasing them as an exceptional asset who not only drives personal and professional growth but also inspires and elevates those around them.</p>
<p>BEST USE OF SEARCH - B2C (SEO)</p> <p>WINNER</p> <p>Tombras & Krusteaz</p> <p>The inclusion of before-and-after imagery was a brilliant touch, adding a compelling visual narrative to an already strong strategy. Tombras demonstrated remarkable agility, effectively overcoming challenges as they arose, and their proactive problem-solving was key to the success of the campaign. Taking the client directly to the consumer was a bold move that paid off handsomely, yielding impressive results.</p>	<p>BEST SEO CAMPAIGN</p> <p>SILVER</p> <p>AIMCLEAR & ImageTrend</p> <p>This is a great example of how a robust SEO strategy combined with a strategic partnership approach can not only shift internal thinking but also significantly impact MQL channels. The detailed results were fantastic to see, clearly reflecting the hard work and dedication that went into the campaign, which more than surpassed the set goals. The creative use of automation was particularly impressive, showcasing the innovative thinking that drove this success!</p>	<p>RIISING STAR AWARD</p> <p>SILVER</p> <p>Pooja Badgujar Senior Data Engineer</p> <p>Pooja's unwavering commitment to mentoring the next generation of tech leaders is truly inspiring. Their dedication to delivering innovative data solutions is consistently demonstrated through tangible results that speak volumes. Their significant contributions to the fields of big data and cybersecurity highlight their thought leadership and profound impact on the industry.</p>
<p>BEST USE OF SEARCH - B2C (SEO)</p> <p>SILVER</p> <p>Victorious & Timothy Legal</p> <p>The impressive results speak for themselves, especially the ability to turn off PPC and reallocate that budget; an achievement that clearly underscores the value delivered. The omnichannel approach is rock solid, and the focus on CRD to decrease PPC spending shows a nuanced understanding of how to maximise efficiency without sacrificing results. Particularly noteworthy is the impressive reduction in client spending while increasing investment in SEO; a smart move that aligns perfectly with a deep understanding of the YMYL space.</p>	<p>BEST USE OF CONTENT MARKETING</p> <p>WINNER</p> <p>VML & United Rentals</p> <p>Navigating a challenging and niche market with such finesse is truly inspiring. The keen insight into telehandlers, coupled with exemplary client handling and execution was impressive. The well-defined target audience and meticulously crafted strategy highlighted a masterful approach to overcoming industry challenges.</p>	<p>BEST IN-HOUSE TEAM</p> <p>WINNER</p> <p>Zenni Optical</p> <p>It's inspiring to see a team so passionate about testing, a crucial element for success in Search. Their proactive embrace of AI, rather than viewing it as a competitor, demonstrates a forward-thinking mindset. By leveraging AI learnings to enhance their bidding strategies and surpass ROAS targets, they've shown exceptional adaptability and ingenuity.</p>
<p>BEST USE OF SEARCH - B2B (PPC)</p> <p>WINNER</p> <p>Somebody Digital & OKTA</p> <p>This campaign is a standout achievement, delivering fantastic results that reflect a deep understanding of the target audience. The precision in persona data targeting was particularly impressive, showcasing a nuanced grasp of the market. What sets this campaign apart is how it overcame the challenge of limited insights into ad profitability, turning a potential obstacle into an opportunity. The collaboration between the PPC and OKTA's Sales teams was instrumental in driving success, highlighting the power of strategic partnerships.</p>	<p>BEST USE OF PR IN A SEARCH CAMPAIGN</p> <p>WINNER</p> <p>Tombras & PODS</p> <p>The execution was not only impressive but also showcased an instantly creative concept. Leveraging AI to craft highly relevant, real-time messages was a stroke of genius, and the innovative approach with the built-in PDD really elevated the campaign. The results speak volumes about the campaign's success and impact. This work is a masterclass in smart, expansive marketing that seamlessly integrates multiple channels and disciplines to drive growth and foster loyalty.</p>	<p>BEST SMALL PPC AGENCY</p> <p>WINNER</p> <p>Hive Digital</p> <p>Hive digital achieved impressive results that reflect a deep understanding of customer needs and a forward-thinking approach. The seamless implementation of AI and adaptation to emerging technologies and challenges demonstrate remarkable agility and innovation. Coupled with a high level of expertise in PPC supported by compelling case studies and robust client testimonials, they not only showcased exceptional performance but also highlighted a strategic vision that drove sustained success.</p>
<p>BEST USE OF SEARCH - B2B (PPC)</p> <p>SILVER</p> <p>AIMCLEAR & ZeroEyes</p> <p>This was a solid campaign that truly exceeded expectations. Breaking into such a challenging sector is no easy feat, yet the team managed to not only meet but surpass the objectives set. The focus on brand awareness was particularly impressive, laying the groundwork for long-term success. With flawless execution from start to finish, this campaign stands out as a remarkable achievement in a tough market.</p>	<p>BEST USE OF PR IN A SEARCH CAMPAIGN</p> <p>WINNER</p> <p>Reviews.org's data-focused analysis and insightful follow-up about carriers truly set the stage for success. The unique pitch was both bold and thought-provoking, demonstrating an evergreen strategy for ongoing link acquisition. The campaign's impressive outcomes are a testament to the meticulous planning and flawless execution behind it. With its compelling, practical, and data-driven approach, this initiative not only captivated journalists but also resonated deeply with the public.</p>	<p><small>PROUDLY SPONSORED BY</small> </p> <p>BEST LARGE PPC AGENCY</p> <p>WINNER</p> <p>Block & Tam</p> <p>Block & Tam are truly exceptional, delivering outstanding results while showcasing a strong commitment to continuous development and team growth. The innovative use of ChatGPT for reporting is a standout idea that enhances both efficiency and clarity. The examples provided for client work and recent achievements are compelling, highlighting not only impressive outcomes but also a significant profit margin. Block & Tam went above and beyond to vividly demonstrate the tangible value added to their projects, reflecting a remarkable dedication and strategic acumen.</p>
<p>BEST USE OF SEARCH - B2C (PPC)</p> <p>WINNER</p> <p>Tombras & Sally Beauty</p> <p>This campaign truly set the gold standard, delivering outstanding results that made a significant impact on the client's business. The improvements to both branded and non-branded PPC campaigns were nothing short of remarkable, reflecting a deep understanding of the target audience and personas. The level of detail in the audience targeting, along with the comprehensive restructuring and the innovative approach to building the campaign from the ground up, demonstrates an exceptional level of expertise.</p>	<p>BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN</p> <p>WINNER</p> <p>AIMCLEAR & Off-Season Victory</p> <p>AIMCLEAR achieved outstanding results that not only furthered client retention but also dramatically boosted leads and revenue. The team excelled at addressing challenging issues that previously constrained low-season revenue while optimising high-season performance. Their highly creative and effective channel mix, combined with their targeted ad unit capabilities, exemplifies award-worthy innovation and strategic mastery.</p>	<p>BEST SMALL PPC AGENCY</p> <p>WINNER</p> <p>Hive Digital</p> <p>Hive Digital sounds like an incredible place to work, their list of achievements is admirable, especially for a small team. We particularly loved how they created a new position for the Head of AI to harness the power of AI effectively. The long staff retention speaks volumes about their culture, clearly contributing to their continued success. An inspiring example of what a dedicated team can accomplish!</p>
<p>BEST USE OF SEARCH - HEALTH</p> <p>WINNER</p> <p>AIMCLEAR & Action Behavior Centers</p> <p>A fantastic achievement with a clear emphasis on high-intent traffic, moving beyond mere clicks and rankings. The results from this integrated campaign are remarkable, demonstrating a strong strategic execution. The focus on ROAS, including agency fees, which reflects a thorough and transparent approach to maximising value was particularly impressive.</p>	<p>BEST USE OF DATA (SEO)</p> <p>WINNER</p> <p>Somebody Digital & Lofta</p> <p>The results are extraordinary, making this campaign a resounding success. The clearly defined dollar value target demonstrates strategic precision, while the detailed focus on the target audience adds a layer of depth to the campaign's execution. This combination of clear objectives and audience insight showcases a masterful approach to achieving outstanding results.</p>	<p><small>PROUDLY SPONSORED BY</small> </p> <p>BEST LARGE SEO AGENCY</p> <p>WINNER</p> <p>Honest Digital</p> <p>The impressive year-over-year employee growth and high turnover rate speak volumes about their strong culture and commitment to excellence. It's clear that their proprietary tools have made a significant difference, delivering impressive results for clients across the board. The work examples presented are nothing short of exceptional, showcasing not just the outcomes but also the thought and strategy behind each success. Overcoming challenges with such poise further highlights the team's resilience and expertise.</p>
<p>BEST USE OF SEARCH - HEALTH</p> <p>SILVER</p> <p>Somebody Digital & Transcend</p> <p>The clear direction and purpose behind this campaign are evident, with a well-organised approach that leaves no stone unturned. The 10-point action plan is not just a checklist but a meticulously crafted roadmap that demonstrates a deep understanding of the target audience. The level of detail and investigation into the customer demographic is particularly impressive, showcasing a commitment to not only reaching but resonating with the right people.</p>	<p>BEST USE OF DATA (PPC)</p> <p>WINNER</p> <p>AIMCLEAR & KraftMaid</p> <p>The detailed and transparent approach in outlining the situation, strategy, execution, and results is truly admirable. AIMCLEAR's meticulous documentation of their methods and adjustments, including a candid acknowledgement of shortfalls, reflects a high level of professionalism and insight. Their creative use of data to measure success demonstrates both innovation and precision. Securing their customer opinion and integrating it into the management strategy underscores a profound understanding of client needs. The well-organised, multi-media approach further highlights a cohesive and strategic vision.</p>	<p><small>PROUDLY SPONSORED BY</small> </p> <p>BEST LARGE INTEGRATED SEARCH AGENCY</p> <p>WINNER</p> <p>GRO</p> <p>GRO stands out for its exceptional structure and remarkable growth, especially considering how recently it was established. The positive client and employee testimonials reflect a deep commitment to creating a supportive and collaborative environment. The team's expertise is evident in the brilliant case studies and the impressive results they consistently deliver. It's admirable how they focus on employee well-being and successfully integrate acquired companies through knowledge-sharing.</p>
<p>BEST USE OF SEARCH - REAL ESTATE & PROPERTY</p> <p>WINNER</p> <p>Go Fish Digital, an Agital Company & The Waycroft</p> <p>By stepping outside the immediate industry and exploring similar verticals for inspiration, Go Fish Digital demonstrated a deep commitment to finding the best possible solutions for their client. The careful planning and execution of the content strategy are evident, with a strong emphasis on local-oriented content that not only outmanoeuvred competitors but also maximised the impact of the budget. Identifying and addressing site gaps, such as neighbourhood content and optimising Google My Business listings, showed meticulous attention to detail that undoubtedly contributed to the campaign's success.</p>	<p>BEST USE OF AI IN SEARCH</p> <p>WINNER</p> <p>Tombras & PODS</p> <p>An exceptionally creative campaign that masterfully integrates multiple touchpoints, such as maps and weather, to engage audiences in innovative ways. The execution of AI at the heart of the campaign is truly remarkable, showcasing cutting-edge technology and strategic brilliance.</p>	