

A strategic, results-driven campaign that turned SEO

skepticism into proven success. With their smart use of

Al and Merchant Center Optimization, clear visuals, and

strong data, they delivered real business impact despite

challenges. It was a standout example of SEO done right!

BEST USE OF SEARCH

(SEO)

- RETAIL / ECOMMERCE

StudioHawk US & Case Mate

Charging Up Organic Presence

2025 JUDGES' COMMENTS

BEST USE OF SEARCH - RETAIL / ECOMMERCE

Somebody Digital & Transcend

(PPC)

This was a brilliant, well-rounded campaign that stood out for its smart use of data, persona targeting, and a clear, fullfunnel strategy. The repositioning of the product was both empathetic and commercially sharp, supported by strong results and standout creative. Great use of underutilized channels alongside a solid and tested strategy.

A Data-Driven Conversion Breakthrough

Diginius

IN ASSOCIATION WITH

BEST USE OF SEARCH

(PPC)

- RETAIL / ECOMMERCE

Symphonic Digital & Kinetic Arm From \$198K/month to \$1.1M/month: An Aggressive Revenue Growth Journey over 6 months

Symphonic showcased a strong, well-executed campaign that delivered on every front. The team didn't just optimize

a campaign, they re-engineered the client's entire growth model. The use of smart segmentation, agile testing, and seamless cross-channel execution led to standout results. This was a strategic and impactful piece of work.

- FINANCE (SEO) **Critical Mass & City National Bank**

BEST USE OF SEARCH

Building a Path Home:

How an Integrated Campaign Drove a 655% Surge in First-Time Buyers

but in the lives of real people, adding a powerful emotional dimension. The team demonstrated a deep understanding of their target audience and took a client-centric approach to overcoming challenges.

This campaign is a standout example of marketing that

delivered real impact and not just in business outcomes,

iQuanti & Edward Jones

BEST USE OF SEARCH

- FINANCE (SEO)

Organic Visibility in the Modern SERP

A large-scale, complex implementation was carried out with impressive precision. Their use of clear examples

to showcase improved content depth and internal linking highlighted a strong commitment to helpful, user-first content with both essential pillars of modern SEO.

- FINANCE (PPC)

BEST USE OF SEARCH

ATRA & Smartfi Home Loans Building a Scalable Paid Media Funnel from

ATRA delivered a well-thought-out and articulated strategy. The impressive increase in MQLs reflects the effectiveness of this approach. Their robust revenue -centric measurement, rebuilding CRM architecture and

the Ground Up in a Highly-Regulated Industry

integrating it with Google Ads data for keyword-level revenue attribution transformed paid search into a full revenue acquisition system. This methodology strongly aligns performance with business outcomes. **BEST USE OF SEARCH** - THIRD SECTOR /

Minty & KLC

BEST USE OF SEARCH

- TRAVEL / LEISURE

Taking on the Titans of Travel

Their approach to AI-driven search visibility was innovative, demonstrating a strong grasp of emerging

especially compelling.

(SEO)

best practices. The strategic use of schema, FAQs, and conversational query targeting stood out, showcasing a deep understanding of how to optimize for modern search. Their clearly defined target audience and detailed

strategy, supported by rich examples, made the submission

BEST USE OF SEARCH - THIRD SECTOR / **NOT FOR PROFIT Hive Digital & Carolina Across 100**

AIMCLEAR & Anchor Rides Post-Hurricane PPC Comeback

BEST USE OF SEARCH

- TRAVEL / LEISURE

(PPC)

AIMCLEAR have showcased a brilliant campaign that combined sharp strategy, innovative thinking, and flawless execution. The "Intent Hijacking" approach was a standout,

showing real creativity in audience development, and the real-time crisis response was a masterclass in strategic agility. The results speak for themselves!

BEST USE OF SEARCH - B2B (SEO)

Nebo Agency & The Trevor Project Channeling Outrage to Save Young LGBTQ+ Lives

NOT FOR PROFIT

The early preparation and testing of target bidding campaign types show strategic foresight and initiative.

It was particularly impressive how they anticipated the need to stay lean and effectively adapted content to align with expected search demand. Their ability to draw on

situational knowledge to outline clear, measurable actions

demonstrated both insight and executive excellence. **BEST USE OF SEARCH** - B2C (SEO)

They effectively showcased the importance of strong

foundational SEO and strategic site architecture for a

growing brand. Their structured approach to enhancing

organic visibility in a competitive e-commerce landscape

was both impressive and closely aligned with their business

ClickSlice & Honeypot Furniture

Built to Rank What Buyers Want

Paid Media with Purpose: Empowering North Carolina's Opportunity Youth This first-time digital effort proved that online outreach can drive real impact at scale for public sector programs.

Beyond strong performance, the campaign delivered valuable insights to guide future initiatives and funding. Most importantly, it reached young adults across North

Carolina, helping them take vital steps toward employment

BEST USE OF SEARCH - B2C (PPC)

Somebody Digital & Transcend

BEST USE OF SEARCH

BEST USE OF SEARCH

Tombras & Altar'd State

- FASHION

An SEO Makeover

- AUTOMOTIVE

SEO Turnaround

A Data-Driven Conversion Breakthrough

and independence when they needed it most.

start to finish, there was a brilliant use of data and persona targeting with a clear and strategic approach. The supporting documents brought the campaign to life, and the results spoke for themselves. It was a smart, multi-channel execution with impressive insights.

From Invisible to Unstoppable: Jim Burke Ford's

The team tripled lead goals, doubled traffic, and positioned

Jim Burke Ford as a buyer-first brand. By rejecting generic

SEO tactics and instead focusing on real shopper behavior,

they delivered content that built trust, not just traffic,

proving that understanding user intent drives real results.

Tombras' have showcased an outstanding campaign

which beautifully blends creativity with performance. Their

intent-based, problem-solving approach, paired with rich

storytelling and smart local SEO, set this campaign apart.

The hybrid channel strategy and impressive results reflect

a deep understanding of both audience needs and business

goals. This was clearly a thoughtful, high-impact campaign.

SearchLab Digital & Jim Burke Ford

Somebody Digital delivered a standout campaign from

This is an exceptional example of strategic execution at scale. The integration of marketing intelligence clearly delivered high-impact insights, driving smarter prioritization while saving time and resources. The ability to segment by

BEST USE OF SEARCH

BEST USE OF SEARCH

- REAL ESTATE

& PROPERTY

- B2B (PPC)

Forthea & Mitratech

Scaling Organic Growth in

an AI-Disrupted Landscape

a powerful testament to the program's effectiveness.

vertical and align strategies to real funnel behavior is truly

best-in-class. The financial results spoke volumes, offering

Tombras & Cosmo Prof A B2B Blowout An impressive campaign that delivered standout results,

even with a dramatically reduced budget, performance

never wavered. Successfully managing stakeholder

volumes about the team's expertise and commitment.

hesitation while maintaining effectiveness speaks

SEO for Hyperlocal Personalization The campaign showed strong local SEO execution with targeted content, solid technical fixes, and good use of Google Business Profiles. The collaboration between SEO and PPC teams added value, especially with shared keyword

The strategic focus on hyperlocal SEO is clearly well-

BEST LOCAL

Honest Digital & Cadillac Marin

From Digital Obscurity to Digital Dominance

no small feat. Their laser-focused strategy, smart on-page tactics, and creative content structure delivered exceptional results on a modest budget. This was a standout example of effective, conversion-led local SEO. **BEST LOW BUDGET**

CAMPAIGN (SEO) **Honest Digital & Planet Honda NH** No Links, No Problem Executed with impressive precision on a tight budget, this campaign is a standout example of doing more

MOST INNOVATIVE CAMPAIGN (SEO) Tombras & KaTom **Commercial Grade SEO: Algorithm Approved** A well-executed approach to semantic SEO, thoughtfully

BEST USE OF SEARCH - HEALTH

Local Care, Everywhere

BEST USE OF SEARCH

Tombras & LaserAway

Locally-Sourced Success

highest level.

- FMCG

Somebody Digital & NextCare

objectives.

This campaign stood out for its transparency, precision, and strategic depth. By navigating complex health regulations and red tape, the team delivered a detailed, locally focused strategy with advanced geo-targeting. Their ability to clearly

demonstrates not just expertise, but accountability at the

tie challenges to outcomes and outcomes back to objectives

Impressive & ReserveBar

Served Neat: One Flawless SEO Migration

In an industry where SEO migrations are risky and often

invisible, the ReserveBar replatform stood out for its

precision and impact. Navigating one of the most complex

SEO environments with no CMS, fragmented systems, and

real dev resistance, the team not only avoided traffic loss,

but also achieved excellent uplift and growth. A masterclass in executional excellence, proving that with the right strategy, migrations aren't just survivable, they can drive real growth. **BEST LOCAL** CAMPAIGN (SEO)

This was an impressive campaign that blended technical

excellence with strategic insight. Tombras' local-first

approach in a highly competitive category was executed

with precision, combining SEO, UX, and AI-driven sentiment

analysis to great effect. The clinic-level personalization and

review strategies were particularly impressive, delivering

They achieved strong results despite a limited budget,

showcasing both strategic focus and solid technical

exceptional results across key local metrics.

BEST LOCAL CAMPAIGN (PPC)

Local Care, Everywhere

clear, strategic, and backed by exceptional results. The shift from fragmented campaigns to streamlined, state-based groups showed standout strategic thinking. Hitting booking

targets while improving efficiency demonstrated true

mastery of both growth and cost control. They had

a smart, results-driven local approach.

This was a brilliant campaign from start to finish. It was

Somebody Digital & NextCare

BEST INTEGRATED

CAMPAIGN

Redefining How to Reach Enterprise Retailers This campaign was exceptionally well-crafted, clearly outlining its objectives, execution, and impressive results. Delivering an impressive ROAS in a highly niche market shows outstanding precision and strategy. The targeted segmentation and multi-channel approach were expertly executed, driving strong client growth and satisfaction. A standout campaign with fantastic impact.

Somebody Digital & Appriss Retail

was flawlessly executed.

execution. Their approach was well-defined, emphasizing audience overlap maximization, account restructuring, and ad copy optimization. Their persistence in influencing the client to shift perspectives was particularly impressive.

execution and strong results!

Victorious & Enterprise

Winning Strategy for New Audiences

Insurance Company

with outstanding work.

BEST USE OF

CAMPAIGN

AIMCLEAR

through narrative.

BEST USE OF

DATA (PPC)

PR IN A SEARCH

BEST SEO

CAMPAIGN

BEST LOW BUDGET

Tombras & Cosmo Prof

Cutting Cost & CPA, Not Corners

CAMPAIGN (PPC)

MOST INNOVATIVE CAMPAIGN (PPC) Somebody Digital & UpCloud **Delivering Customer Conversion & Volume**

This campaign showcased a highly analytical and

adaptive strategy, grounded in thorough data analysis

and clear objectives. The innovative mix of smart bidding

and manual tactics drove impressive, continually improving

performance. By transforming PPC into a scalable, cost-

efficient customer acquisition engine, this campaign clearly

exceeded ambitious targets. They delivered an outstanding

Victorious delivered a standout enterprise SEO campaign

audience-first strategy demonstrated true enterprise-scale

Marty's AI P2P Psychothriller PR Yields

relationships and drove rapid revenue, purely

ATRA & Smartfi Home Loans

How Data-Fueled PPC Built a

Scalable Funnel from Scratch

AIMCLEAR delivered a bold and brilliantly executed

campaign that redefined modern PR through engineered

hyper-personalized outreach, they reignited high-value

perception and psychological precision. By using AI to craft

A standout example of smart, frictionless innovation. The

low user data entry approach, enhanced by augmented API

data, not only streamlined the experience but also clearly

drove better sales outcomes. Achieving such impressive

reported throughout. The campaign not only exceeded

all key objectives but also delivered measurable bottom-

line impact alongside significant visibility gains, a highly

results in such a short timeframe was remarkable.

and the considerable number of leads identified

speaks to the effectiveness of the strategy.

\$500K+ Revenue in a Hot Minute

that impressed us on every level. The comprehensive,

sophistication. The results were exceptional, with major

gains across rankings, sessions, and key events. This

was a fully integrated, high-performing campaign

BEST PPC

CAMPAIGN

a Scalable Paid Media Engine from Ground Zero

Building an entire system from the ground up and turning

it into something so effective was no small feat. The

integration of CRM, AI, and intelligent keyword targeting

was exceptionally well-executed. The low-friction approach was especially impressive, minimizing user data entry by augmenting with API data to streamline the experience and drive better sales outcomes.

BEST USE OF

MARKETING

Tombras & KaTom

CONTENT

ATRA & Smartfi Home Loans

Best Overall PPC Campaign: Building

Content as the Main Course This campaign stood out for its clear strategy and strong execution. The use of real data, from detailed analytics to goal-result comparisons, made the impact of the campaign clear to see. It was a well-structured, results-driven campaign that showcased the power of a robust content strategy backed by solid performance metrics.

BTV Marketing Group & NTI Training

TikTok Prospecting:

BEST USE OF

AI IN PPC

BEST USE OF SOCIAL

MEDIA IN A SEARCH

CAMPAIGN

that nailed the synergy between organic and paid social. The creative repurposing of authentic, student-led TikTok content was both efficient and impactful, driving strong leads at a low cost. Clear early-funnel focus, measurable results, and a boost in branded search. This was a great

They showcased a smart, performance-driven campaign

Turning Organic Content into Real Leads

example of strategic, modern social marketing.

Tombras & LaserAway A Laser Focused Approach Using AI Lead Scoring An impressive and innovative Al-driven campaign. The hybrid bidding model, powered by extensive first-party

data, effectively enhanced lead scoring and user journey

always-on tactics showed a forward-thinking vision for

sustained growth. Overall, this was a well-executed

and forward-looking campaign.

understanding. The phased adoption strategy for scalable,

BEST USE OF AI FOR DATA Tombras & LaserAway Purifying Leads, Perfecting Performance

We were genuinely impressed by the campaign's depth

of detail and strategic precision. What stood out even

more was the thoughtful application of data, not just its

collection, but its intelligent use to guide execution. This

challenge, with outstanding results that clearly aligned

was a carefully crafted, strategic solution to a real business

platform's commitment to ethical innovation and technical

leadership is commendable, making it a deserving winner

Real-Time SEO Suite for News Publishers

Real-Time SEO Suite for News Publishers NewzDash is redefining News SEO with the only real -time, purpose-built suite for publishers. It empowers newsrooms to act in minutes with headline optimization,

journalism in search.

They also play a key role in training new hires and are a valuable source of knowledge for the wider team, with great performance for clients. **BEST LARGE**

PPC AGENCY

BEST SMALL

INTEGRATED

Tombras

BEST SOFTWARE INNOVATION NewzDash

What set NewzDash apart was their ability to turn data into action, seamlessly integrating insights into the editors' workflow through a tool that already felt more like an assistant than software. The fact that 25% of all features came from community suggestions shows a deep commitment to user-driven innovation. The AIO tracker is another standout, signaling even more potential ahead.

Amplified Intelligence, not Artificial This approach demonstrated both creativity and strong execution. Each focus area was clearly defined with a well-reasoned rationale, and progress was transparently

impressive achievement.

MANAGEMENT

Optmyzr

SOFTWARE SUITE

BEST AI SEARCH

Adthena's Ask Arlo

AI-Powered insights to

optimize search campaigns

This was an outstanding piece of software that

showcases true innovation in digital marketing.

Ask Arlo is a game-changer, elegantly transforming

complex search data into actionable insights through

intelligence. The intuitive interface, dynamic features,

and impressive adoption metrics highlight its real-world

impact. A technically sophisticated yet highly practical

tool that delivers strategic and tactical value.

a powerful blend of generative AI and competitive

SOFTWARE SOLUTION

BEST USE OF

AI IN CONTENT

Tombras & KaTom

BEST PPC

Fueling PPC Efficiency Through Al Innovation The ethos behind this product is as impressive as its execution. Its functionality is matched by real impact, evidenced by strong customer satisfaction scores and measurable lifts in productivity and campaign performance. A well-rounded, results-driven solution that clearly delivers on its promise.

BEST START-UP AGENCY

and cutting-edge technology to drive real business results. From AI-powered innovation to cookieless future-proofing and proprietary tech investments, Tombras is shaping the future of search. Their independence fuels long-term vision, global growth, and talent development, making them not just a top performer, but a true industry leader.

Tombras stands out by seamlessly blending data, creativity,

Aloha Life Digital They delivered a strong performance, successfully achieving all their stated goals. This was a highly impressive effort, marked by meaningful and unique challenges, including operating within an often-overlooked niche. Their success in a moderately competitive space, coupled with an outstanding retention rate, is truly

Markethinkers This campaign goes beyond growth it reflects a thoughtful,

transparent approach to innovation and impact. Their

structured goals spanned not just revenue and client

acquisition, but also training, retention, and product

connecting traffic wins to real business outcomes like

revenue, conversion rate, and AOV. Their use of AI was

especially impressive and seamlessly integrated into

development. The case studies were particularly strong,

BEST LARGE INTEGRATED

and strategy around user intent, they rapidly expanded their SEO, paid search, and CRO capabilities, fueling growth and

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SEMRUSH

Enterprise

mindset.









LOBAL



insights and optimized landing pages. They achieved strong, measurable results, especially in a competitive market.

CAMPAIGN (SEO)

aligned with the client's goals.

Forthea & Embrey

An outstanding local SEO campaign that truly impressed us. Tackling a competitive market with no link-building and still achieving an increase in organic conversions is

with less. The smart use of schema, internal linking, and content tailored for AI Overviews shows deep technical

and strategic sophistication. Research pages doubled as

the team's adaptability, and the hyper-local targeting

top-funnel magnets and brand-building assets. Overcoming

CMS limitations with creative problem-solving highlights

tailored to B2B user behavior. The campaign demonstrated solid SEO best practices, supported by thorough testing. The target audience was clearly identified, and the strategy developed for them was articulated with clarity. This was an impressive and highly effective campaign. **BEST SEO** CAMPAIGN

Acadia & European Wax Center

Driving over 20x ROI Across 1,100 Locations

of user intent, and seamless stakeholder enablement

drove real business impact, with results that far exceeded

expectations. A truly impressive and high-impact campaign.

Waxing Everywhere All at Once:

Acadia delivered an impressive campaign across the board. This was a masterclass in enterprise SEO, with clear targets, smart strategy, and outstanding execution at scale. The localized content structure, deep understanding

BEST USE OF PR IN A SEARCH CAMPAIGN **Go Fish Digital & Upgraded Points** The Most Sought-After Seats on an Airplane

Marked by detailed implementation and impressive

The innovative, outside-the-box strategy stood out,

impactful execution.

BEST USE OF

generate leads.

BEST USE OF

AI IN SEARCH

From Zero to Authority:

results, this was a very strong and insightful campaign.

especially given the low budget. Achieving such a strong

return on investment highlights both smart planning and

DATA (SEO) **Stratabeat** Stratabeat's B2B SaaS SEO Benchmark Studies Exploring 15,000+ Data Points With a strong blend of data journalism, strategic

distribution, and brand/personality promotion, this

campaign delivered consistently impactful results.

Highlighting the influence of AI Overviews in their study

example of how data-driven content can effectively

was both timely and insightful. Despite a modest budget,

the long-term relevance of the study makes it an excellent

Juggi Inc & Alena Astravukh

An excellent and visionary application of AI, positioning it as a strategic partner in search. The multi-tool Al integration was well-executed and clearly tied to strong client results. The innovative tactic of leveraging expired domain equity was especially impressive. Clear goal restatement alongside results made the campaign easy to follow.

How AI Became the Engine of Search Growth

BEST SEARCH SOFTWARE TOOL NewzDash

real-time tracking, and visibility across all Google news

surfaces. Beyond the tech, its impact on the global

News SEO community from the NESS conference

to free resources and inclusive initiatives proves

It's more than a product; it's a mission to elevate

EMERGING TALENT AWARD Sandy Garcia Blackbird PPC Sandy is data-driven, empathetic, and highly strategic. Their ability to scale performance while also elevating their team makes them stand out as both a results-getter and a leader.

outstanding.

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BEST SMALL SEO AGENCY

workflows rather than used as a buzzword, showing both clarity and purpose in execution.

OuterBox This agency's impressive merger exemplified transformation over disruption. By seamlessly unifying teams, technology,

SEARCH AGENCY

strengthening client trust. It was a bold reimagining of what

agency partnerships can achieve. By aligning their services with outcomes rather than just deliverables, they not only earned client confidence but also opened doors to new growth in previously untapped markets.

book travel at trade prices

WE ARE

SEARCH

Tracking, Analytics & Optimization GDdash fills a critical gap in SEO with a platform which is purpose-built for Google Discover. Its unique features offer unmatched strategic insight. More than a tool, this

that truly stands out.

EMERGING

TALENT AWARD

Cameron Knight

PPC AGENCY

people-focused agency.

BEST LARGE

SEO AGENCY

Honest Digital

satisfaction.

with the original objectives.

SOFTWARE SUITE

GDdash by NewzDash

Google Discover & Search:

BEST SEO

(un)Common Logic Cameron showed exceptional impact across performance, innovation, and internal enablement. Their achievements in PPC, CRO, and Al-led workflow improvements demonstrated

winner! They have progressed so much during their time at the company. Their recent work examples are impressive, with significant impact on revenue and inquiries for their clients. Sponsored by **BEST SMALL**

clear leadership in their team and made them a stand out

Workshop Digital Workshop Digital continue to deliver strong and wellrounded campaigns with excellent performance across client retention and staff yield. The agency clearly demonstrated a deep understanding of the goals and requirements, presented effectively throughout. We appreciated the focus on their team and culture, which reflects a collaborative environment where everyone is

truly part of the success. A great example of a clear,

The strategic depth behind their conquest campaigns,

is directly reflected in ranking wins, traffic surges, and

conversion growth. Owning the automotive vertical while

scaling their employees without losing the high-touch

service model is a rare feat. It's also inspiring to see a

culture that celebrates its people and earns genuine client

lease-special approaches, and 'used' inventory SEO tactics

Sponsored by

PIMENTO.

SEARCH AGENCY AIMCLEAR Great Marketing Thrives on Disruption This winning agency continues to show impressive year-onyear growth and serves as a standout example of how Al

can empower agencies from within. Their effective use of

data and visuals to showcase recent work was particularly outstanding. Leveraging thought leadership and AI to shape their strategies reflects a progressive and future-focused