

NOMINEES

PM 2024

PERFORMANCE MARKETING DIAMONDS EU



ORGANIZER:



CHAMBER OF DIGITAL ECONOMY

MAIN PARTNERS:



Bulgarian E-commerce Association



NOMINEES IN THE THEME BLOK

PERFORMANCE & AFFILIATE MARKETING



THE MOST EFFECTIVE SHORT-TERM PERFORMANCE CAMPAIGN

 **CHOCOLISSIMO** & numbers & intuition
The Taste of Special Moments

 **Cube Group** &  **mBank**  **Performics**

 **sales tube** &  **ValueMedia**  **Tradedoubler**
CONNECT & GROW



THE MOST EFFECTIVE AFFILIATE PROGRAM



 **dentsu x**


 **empik** &  **Tradedoubler**
CONNECT & GROW

 **zooplus** &  **Tradedoubler**
CONNECT & GROW

THE MOST EFFECTIVE SALES CAMPAIGN

 **Performics**  **Performics**
za kampanię dla Lindt za kampanię dla Semilac

 **sales tube** &  **ValueMedia**

 **Tradedoubler**
CONNECT & GROW

NOMINEES IN THE THEME BLOK



PERFORMANCE & AFFILIATE MARKETING



THE MOST EFFECTIVE PAID SEARCH CAMPAIGN

 &  &  ValueMedia

 &  &  & 

 & 

 &  ValueMedia

THE MOST CHALLENGING PERFORMANCE CAMPAIGN

 AWIN & 

 a dentsu company

  &  tube



 &  ValueMedia

NOMINEES IN THE THEME BLOK

CREATIVE PERFORMANCE



THE MOST CREATIVE DIGITAL CAMPAIGN



THINK-OUT-OF-THE-BOX CAMPAIGN



THE MOST CREATIVE USE OF AI



THE MOST CREATIVE MOBILE CAMPAIGN



NOMINEES IN THE THEME BLOK

CONTENT PERFORMANCE



ROI CONTENT CAMPAIGN FOR E-COMMERCE



THE MOST EFFECTIVE VIDEO CONTENT



THE MOST EFFECTIVE SEO CAMPAIGN



THE BEST CONSUMER CENTRIC CONTENT



NOMINEES IN THE THEME BLOK

STRATEGY PERFORMANCE



THE BEST INTERNATIONAL EXPANSION CAMPAIGN



MODIVO

THE MOST EFFECTIVE LOW-BUDGET CAMPAIGN

contenthouse^ &



dentsu x

sales tube & ValueMedia

THE MOST EFFECTIVE OMNICHANNEL CAMPAIGN

Almette & sales tube & ValueMedia



Performics & OBI & PERFORMANCE MEDIA

THE MOST EFFECTIVE RETAIL CAMPAIGN

AWIN & HalfPrice
Great brands

SAVICKI
SHARE YOUR LOVE

Performics & OBI & PERFORMANCE MEDIA & Zenith
The ROI agency

NOMINEES IN

**MAIN
CATEGORIES**



**B2B CAMPAIGN
OF THE YEAR**

HAVAS & **pracuj.pl**
Media Network

contenthouse ^ &



**B2C CAMPAIGN
OF THE YEAR**



 **Cube Group** & **eZebra**

sales tube &  **ValueMedia**



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MEDIA PARTNERS



SOCIALPRESS
MEDIA SPOŁECZNOŚCIOWE W PRAKTYCE

MARKETER+

MARKETING
przy kawie

MY
COMPANY
POLSKA

AUDITOR

SOWIŃSKI
I PARTNERZY

C O N T A C T



PERFORMANCE MARKETING DIAMONDS EU



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