

Exclusive event

Self-Serve Summit 2023

powered by  DanAds®

Recognizing Excellence: The DanAds Client Awards

October 18th - New York, USA





The First Client Awards ceremony at the Self-Serve Summit 2023

Over 100+ worldwide publishers and advertisers come together to share their self-serve journey.

Self-Serve Summit 2023 is proud to present the most successful DanAds' clients around the globe in recognition of their award-winning self-serve advertising platforms.

Browse our awards programs, deadlines, announcements, partner programs, and more.



The venue - Glasshouse Chelsea

545 W 25th St, New York, NY 10001

Purpose of the Client Awards

The DanAds Client Awards are designed to recognize and celebrate our clients who have shown remarkable creativity, innovation, and growth through the use of our self-serve advertising tools. These awards are a testament to our shared dedication to transforming the advertising landscape.

"We believe that recognizing and sharing success not only inspires our winners but all our clients, fostering a culture of excellence, innovation, and growth. Celebrating achievements paves the way for more creative thinking, effective strategies, and significant results."

Johan Liljelund, DanAds CTO



Event agenda

9:00am	Doors open, breakfast served
10:00am	Welcome message
10:15am	Keynote speakers & panels
12:00pm	Light lunch served
12:45pm	Keynote speakers & panels
2:50pm	Award announcements
3:15pm	Networking session
3:45 pm	Cocktail reception
6:00 pm	Summit concludes



Award Categories

01

Publisher Innovation Award

Recognizes a client that has used the platform to offer creative and unique advertising solutions to their advertisers.

02

Best User Experience Award

Awards the client who has provided an exceptional user experience on their advertising platform.

03

Outstanding Growth Award

Honors a client who has achieved significant business growth or reach their their use of self-serve advertising.

Publisher Innovation Award

This award celebrates the client that has harnessed the power of our self-serve advertising platform to deliver unique and innovative advertising solutions. We recognize those who have pushed the boundaries, optimizing the use of our platform's features to drive exceptional results for their advertisers.



Criteria for selection:

Applicants should submit a **brief** description (**500 words maximum**) outlining how they've used our platform in a creative and effective manner. They can highlight specific features they've utilized, any unique strategies they've implemented, and the positive outcomes these have led to. Examples include increased ad engagement, greater ad variety, more targeted ad placement, and so forth.

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Best User Experience Award

This award acknowledges the client who has taken strides to ensure their advertising platform is not only functional but user-friendly, intuitive, and enjoyable. We salute those who have prioritized user experience, resulting in higher advertiser satisfaction and engagement.



Criteria for selection:

Applicants should submit a **brief** description (**500 words maximum**) describing the steps they've taken to enhance the user experience on their platform. Examples can include aspects like streamlined navigation, simplified ad booking processes, clear and informative interface, responsive design, etc. Applicants are also encouraged to share feedback or testimonials from advertisers which attest to the platform's user-friendliness.

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Outstanding Growth Award

This award honors the client who has demonstrated significant business growth and expanded reach through the effective use of our self-serve advertising platform. We commend those who have maximized the benefits of our platform to reach new heights.



Criteria for selection:

Applicants should submit a **brief** description (**500 words maximum**) providing data on the growth they have experienced since adopting our platform. Examples can include an increase in the number of advertisers, revenue growth, broader market reach, increased ad impressions or click-through rates, etc. Applicants can also share strategies or tactics that have contributed to this growth.

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The Judging Process

The entries will be evaluated by key members from the DanAds team who have a deep understanding of our platform's capabilities and advertising landscape. The judges will consider the innovation, effectiveness, and impact of the described use of our platform, as well as the growth experienced by the publisher.

Entries will be accepted until **Friday, October 6th.**

Winners will be announced live at the Self-Serve Summit!



Future Outlook of Self-Serve Advertising

How to Apply / Nominate

Applicants can nominate themselves by visiting our website and filling out the application form. Be sure to fill in all the necessary fields including company name, contact information, award category, and a brief proposal.

The deadline for nominations is **Friday, October 6th**.

We encourage all our clients to share their success stories with us.

[Apply now](#)

The Rewards

Winners will receive an **official certificate and a plaque** to recognize their accomplishment. Their innovation and success will also be celebrated in our company communications, including **blog posts, newsletters, and social media.**

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What our participants thought



Piper Heitzler
Head of Growth

"What an incredible summit! I attended the Self-Serve Summit as a speaker, and the level of engagement from the audience was remarkable."

Attendee
Agency

"The event struck the perfect balance between knowledge sharing and networking opportunities."

Attendee
Advertiser

"Impressed by the focus on practicality and actionable takeaways at the Self-Serve Summit."



**Elina
Mitchell**

Event Marketing
Manager



New York
USA



**Marie-Lou
Penin**

Head of Marketing



Stockholm
SE



**Jolie
E. Dudley**

Content Marketing
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USA

Meet our team

Get to know the team that
produces the Self-Serve Summit



Thank you

Have any questions? Feel free to reach out directly to
Elina Mitchell via elina.mitchell@danads.se

[Learn more about the Self-Serve Summit](#)