

Application: 4315

Skai

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Skai

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Skai

Category

A01. Company of the Year - Advertising, Marketing & Public Relations

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

Founded in 2006 and known as Kenshoo until a rebrand following its 2020 acquisition of Signals Analytics), Skai originally offered brands a best-in-class technology solution for advertising on Paid Search channels.

Over the past 18 years, the company anticipated and adapted to market dynamics by expanding its AI-powered capabilities and data analytics to also enable decisioning, activation, optimization, and measurement of advertising and performance marketing across Social, Apps, and Retail Media.

As a result, Skai became the trusted ad platform for over 2,000 of the world's largest brands and agencies, including P&G, HP, DoorDash, Sony, Nestle, Kellogg's, Philips, L'Oreal, and more. Skai's partners have grown to include Google, Amazon Ads, Microsoft Advertising, Walmart Connect, Apple Search Ads, Instacart Ads, Criteo, Meta, Snap, and TikTok. Skai now supports over \$8 billion in annual client spend across nine global regions.

International consulting firm Quadrant Knowledge Solutions has named Skai a leader among adtech platforms in its annual SPARK Matrix rankings for three consecutive years.

b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

With the proliferation of digital channels accompanied by changing consumer behavior, Skai recognized that traditional approaches to media management – built on point solutions for individual channels – were no longer suitable for marketers, particularly due to the siloed, black box nature of walled gardens [REDACTED], which account for 75% of all digital ad budgets.

In response, Skai in 2023 launched the first platform for omnichannel marketing across walled garden media, allowing advertisers to consolidate media planning, measurement, performance management, and decisioning for increased revenue and efficiency all in one place across hundreds of search, social, app, and retail media publishers.

This was followed by the January 2024 launch of Skai Decision Pro, the first solution purpose-built for media executives to oversee and orchestrate advertising programs across channels and publishers. SDP arms leaders with the holistic data they need to decide how to allocate extra funds, accommodate budget reductions, and pinpoint the causes of performance trends.

And to further enable marketers to maximize walled-garden media investments, in April 2024, Skai unveiled an expansion of its full-funnel capabilities to encompass cross-publisher display advertising, social commerce, and incrementality measurement.

[REDACTED FOR PUBLICATION]

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

To address challenges posed by walled gardens and the fragmentation of data and media, marketers could theoretically leverage the native platforms offered by individual publishers [REDACTED]. But those cannot provide the cross-channel reporting demanded by today's omnichannel marketers.

Meanwhile, other third-party media management platforms [REDACTED] are channel-specific, not omnichannel. And though they allow marketers to manage multiple publishers, each publisher requires a separate login and multiple tabs, so centralized management is missing, resulting in a disjointed ad program.

By contrast, Skai's omnichannel platform uniquely enables comprehensive media program management and cross-channel reporting across 200+ walled-garden publishers (retail media, search, social, and app stores), all accessible through a single login. No comparable enterprise-scale solution exists.

[REDACTED FOR PUBLICATION]

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

<https://skai.io/> (<https://skai.io/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://skai.io/case-studies/> (<https://skai.io/case-studies/>)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://www.prnewswire.com/news-releases/skai-positioned-as-leader-in-the-2024-spark-matrix-for-adtech-platforms-by-quadrant-knowledge-solutions-302134676.html> (<https://www.prnewswire.com/news-releases/skai-positioned-as-leader-in-the-2024-spark-matrix-for-adtech-platforms-by-quadrant-knowledge-solutions-302134676.html>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://www.prnewswire.com/news-releases/skai-introduces-first-of-its-kind-omnichannel-platform-for-unified-performance-advertising-301781464.html> (<https://www.prnewswire.com/news-releases/skai-introduces-first-of-its-kind-omnichannel-platform-for-unified-performance-advertising-301781464.html>)

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Web Page Link 5

<https://skai.io/press-releases/skai-strengthens-its-creative-capabilities-with-first-of-its-kind-creative-center/> (<https://skai.io/press-releases/skai-strengthens-its-creative-capabilities-with-first-of-its-kind-creative-center/>)

Would you like to add an additional webpage link?

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Web Page Link 6

<https://www.prnewswire.com/news-releases/skai-releases-skai-decision-pro-transforming-omnichannel-decision-making-with-first-of-its-kind-solution-for-media-executives-302047689.html> (<https://www.prnewswire.com/news-releases/skai-releases-skai-decision-pro-transforming-omnichannel-decision-making-with-first-of-its-kind-solution-for-media-executives-302047689.html>)

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Web Page Link 7

<https://www.mediapost.com/publications/article/393091/built-for-the-media-buying-executive.html> (<https://www.mediapost.com/publications/article/393091/built-for-the-media-buying-executive.html>)

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Web Page Link 8

<https://www.prnewswire.com/news-releases/skai-deepens-full-funnel-omnichannel-solution-for-commerce-media-advertisers-302113862.html> (<https://www.prnewswire.com/news-releases/skai-deepens-full-funnel-omnichannel-solution-for-commerce-media-advertisers-302113862.html>)

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Web Page Link 9

<https://www.prnewswire.com/news-releases/skai-named-best-ai-based-solution-for-advertising-in-6th-annual-artificial-intelligence-breakthrough-awards-program-301856962.html> (<https://www.prnewswire.com/news-releases/skai-named-best-ai-based-solution-for-advertising-in-6th-annual-artificial-intelligence-breakthrough-awards-program-301856962.html>)

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Web Page Link 10

<https://www.prnewswire.com/news-releases/skai-named-1-search-engine-marketing-and-social-media-marketing-provider-to-digital-commerce-360s-top-1000-retailers-301683562.html> (<https://www.prnewswire.com/news-releases/skai-named-1-search-engine-marketing-and-social-media-marketing-provider-to-digital-commerce-360s-top-1000-retailers-301683562.html>)

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree