

Application: 4521

JamLoop, Unlocking CTV advertising performance

**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**

JamLoop

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

JamLoop, Unlocking CTV advertising performance

**Category**

A06. New Service of the Year - Advertising, Marketing & Public Relations

**New Service Submission Format**

Written Answers

**a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required**

JamLoop is the leading CTV/OTT platform for mid-sized marketing agencies and SMBs that want access to the power of streaming TV advertising in elevating their brand. Our exclusive DSP technology has made streaming TV advertising more accessible, which used to belong to the world's biggest brands. With a commitment to quality and service, JamLoop offers customers access to premium TV inventory across 300+ channels and advanced segmentation targeting over 60,000 customer profiles, with no minimum spend.

JamLoop's mission is to unlock the full earning potential of businesses of any size through programmatic CTV advertising, ensuring the most optimized ad spend. JamLoop's customers enjoy direct relationships with every premium streaming TV publisher, including smart TVs and platforms like Roku, Fire, Apple, among 200+ others. Direct access guarantees the best inventory and pricing, setting JamLoop apart from competitors who rely on resale inventory from public exchanges.

JamLoop's "Hybrid Service" delivery model, blends tech-enabled campaign management with high-touch support. We have released AI/ML for enhanced bidder optimization and built a dedicated data science team. We process over five billion requests and deliver three million+ impressions daily, and have experienced a 45% compounded annual growth rate over the last four years.

**b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required**

JamLoop's DSP technology was engineered specifically for OTT & CTV. Starting in June and throughout 2023 we added to the platform's capabilities including:

- New AI/ML capabilities to JamLoop Bidder™ for intelligent buying
- Expanded on JamLoop Audience Selector™ for data segment activation, including first party data
- JamLoop Media Manager™ now curates direct placements with 300+ publishers
- JamLoop Reporting Engine™ give customers access to real-time CTV performance measures.

Customer service is a significant differentiator. Any engagement with JamLoop includes unlimited access to experienced campaign managers who become an extension of our clients' marketing team. For agencies and businesses that don't have dedicated CTV staff. Our "Hybrid Service" delivery model combines the best of tech-enabled campaign management and high-touch support.

We put customers in complete control of monitoring results in real time because we have our own buying technology that links directly to the publishers. The JamLoop dashboard reports on 30+ metrics across every impression down to each ZIP code. It often takes several days for our competitors to turn around this level of business insights. In many industries, this sort of delay can make or break a pivotal moment.

Lastly, we make it easy. Behind all the fancy technology and skilled operations teams, we have one goal in mind: make CTV accessible and stress-free.

There are many programmatic solutions that offer an all-in-one media experience. However, they do not come close to the level of CTV-specific performance that is offered by JamLoop.

**c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required**

JamLoop stands out in the CTV/OTT advertising landscape as a champion for midmarket agencies and SMBs. Its mission is to provide them with equal access to advertising opportunities that were once exclusive to large agencies and global brands. Unlike many competitors, JamLoop has no minimum ad spend, breaking down barriers that have historically prevented SMBs from leveraging TV advertising in the past or the emergence of CTV advertising to amplify their brands to audiences local to their businesses.

JamLoop's belief is that every business, regardless of size, should have the opportunity to succeed in the digital advertising space. JamLoop's service is unique in this regard. It empowers SMBs with the same advanced platform capabilities and direct access to premium TV inventory on 300+ channels that the biggest brands enjoy - without minimum spending requirements.

It's not just about providing a service; it's about leveling the playing field, giving SMBs the sophisticated tools and support to compete effectively and achieve their full potential. JamLoop's "Hybrid Service" delivery model, which combines tech-enabled campaign management with unlimited access to experienced campaign managers, ensures that every SMB can navigate the CTV landscape with confidence and ease – and experience business success.

In a market where other providers impose restrictive conditions and out-of-reach spending limits, JamLoop's commitment to accessibility, quality, and customer support makes it a beacon of hope for SMBs aspiring to reach new heights in a competitive digital world. This dedication to democratizing CTV advertising is what truly sets JamLoop apart from competitors.

**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**

Attached are documents highlighting:

1. JamLoop CTV Platform overview with its capabilities and the benefits it provides customers.
2. JamLoop CTV Platform Campaign Management - provides an overview of the Campaign Management team's expertise and capabilities, explaining how the Hybrid Service approach works.
3. JamLoop Upfront one-pager providing an overview of a marketing promotion JamLoop offered leading up to and through the "Upfronts" held in spring 2024.
4. A deck with two CONFIDENTIAL JamLoop customer success stories highlighting its work with agency customer Hyperion and its CTV advertising campaign for client Delaware Building Trades, and another for agency Norbella and its CTV advertising campaign for Boston Symphony Orchestra. Again both customers and clients stories are confidential and only for use in supporting the Stevie Award nomination judging purposes and not for public use.
5. A link to a recent JamLoop award win being named as an AdExchanger 2024 Programmatic Power Player.
6. An AdExchanger profile of JamLoop, its CTV platform capabilities and successes, and what sets it apart as a DSP technology provider serving independent/midmarket agencies and SMB.

**Webpage Link**

[https://www.adexchanger.com/go/2024-power-players/?oly\\_enc\\_id=4235D877830112Y&id=401848](https://www.adexchanger.com/go/2024-power-players/?oly_enc_id=4235D877830112Y&id=401848) ([https://www.adexchanger.com/go/2024-power-players/?oly\\_enc\\_id=4235D877830112Y&id=401848](https://www.adexchanger.com/go/2024-power-players/?oly_enc_id=4235D877830112Y&id=401848))

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.adexchanger.com/ctv-roundup/this-dsp-sees-a-future-with-local-streaming-advertisers/> (<https://www.adexchanger.com/ctv-roundup/this-dsp-sees-a-future-with-local-streaming-advertisers/>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File ([https://stevies-tech.secure-platform.com/file/66879/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg3OCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9yJamLoop%20CTV%20Platform%20-%20Service\\_Stevie%20Award.pdf](https://stevies-tech.secure-platform.com/file/66879/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg3OCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9yJamLoop%20CTV%20Platform%20-%20Service_Stevie%20Award.pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File ([https://stevies-tech.secure-platform.com/file/66879/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg3OSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9yJamLoop%20CTV%20Platform%20Campaign%20Management%20-%20Hybrid%20Service%20-%20Service\\_Stevie%20Award.pdf](https://stevies-tech.secure-platform.com/file/66879/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg3OSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9yJamLoop%20CTV%20Platform%20Campaign%20Management%20-%20Hybrid%20Service%20-%20Service_Stevie%20Award.pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-tech.secure-platform.com/file/66884/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg4NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9yqprXxeE?JamLoop%20Upfront%20Promo%202024.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File (<https://stevies-tech.secure-platform.com/file/66885/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2Njg4NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbnm9yngFsTeJzAuy9cxE4Mxp7OM?JamLoop%20Case%20Studies%20-%20Norbella-%20BSO%20-%20Hyperion.%20Delaware%20Building%20Trades%20-%20CONFIDENTIAL.pdf>)

**Would you like to add an additional supporting document?**

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

**Terms and Conditions**

I Agree