

Application: 5558

Skai

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Skai
<b>Mobile Phone Number</b> +1 646-684-1237
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Skai
<b>Category</b> A01. Company of the Year - Advertising, Marketing & Public Relations
<b>Company of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated company's history and past performance (up to 200 words). Required</b> <p>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.</p> <p>Over the past 19 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.</p> <p>As a result, Skai became the trusted ad platform for over 2,000 of the world's largest brands and agencies, [REDACTED]</p> <p>[REDACTED]</p> <p>Now the only omnichannel advertising platform specifically built for the walled gardens of commerce media, Skai 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, while global marketing intelligence firm IDC recognized Skai as a "Major Player" in its 2024 assessment of worldwide retail media network service providers.</p>
<b>b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required</b> <p>Over the past two years, Skai has revolutionized how marketers optimize and manage their campaigns across performance media. The company deepened its full-funnel omnichannel solution for commerce media, empowering advertisers to drive higher revenue and efficiency across search, social, and retail media channels, including paid search, social commerce, and display advertising [REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>In spring 2025, Skai launched Celeste AI, a groundbreaking GenAI marketing agent purpose-built for commerce media (the first of its kind), which automates complex media management tasks, streamlines workflows, and boosts performance for advertisers. Celeste is a game-changer for marketers, transforming how brands and agencies navigate commerce media with its ability to aggregate signals from 200+ publishers, competitive insights, and cross-channel performance in order to deliver tailored recommendations at lightning speeds.</p> <p>Due to these innovations and partnerships, combined with Skai's continuous commitment to enhancing omnichannel marketing, Skai was named a leader in the 2024 Spark Matrix for AdTech platforms and a major player in IDC's MarketScape for retail media network service providers.</p>

Skaï's achievements are unique and significant because it is the only truly omnichannel platform for commerce media, offering unparalleled reach, connected intelligence, and superior performance across 200+ walled-garden publishers, including retail media, search, social, display, and CTV. As global commerce media ad spend is projected to grow to \$220 billion by 2027, marketers are increasingly facing pressure to navigate a more fragmented landscape. Yet, traditional tools—whether single-publisher native platforms or channel-specific third-party solutions—fail to provide the comprehensive, cross-channel reporting that today's omnichannel marketers need.

In an industry where consumers are fully omnichannel, Skai is the only platform that offers seamless integration and management of media programs at enterprise scale, delivering performance across diverse channels. Skai's ability to offer such broad reach and deep intelligence positions it as the leading solution in commerce media, setting a high bar for performance and transforming how marketers manage and optimize their advertising efforts across the entire customer journey.

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Would you like to add an additional supporting document?

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