



AWARD CATEGORY BEST USE OF INNOVATION

For the campaign that pushed the envelope of what programmatic can accomplish.

Submission Deadline: **20 December 2019**

Please save this PDF to your device before completing. Once completed you can return to www.bidfactorawards.com to submit your entry.

SECTION 1: About You

Trader Name	
Trader Title	
Agency Name	
Contact email	

SECTION 2: About the Campaign / Project

Campaign Name	
The Trade Desk Account Manager	
Advertiser	
Campaign Dates (flight length)	
Target Audience	
Campaign Budget	
Link(s) to Campaign on The Trade Desk Platform	

Executive Summary (100 words)

Key points that summarise the Campaign you are covering in the main section of this form

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SECTION 3: Campaign Detail

This is your main submission section and all information on this section counts toward your word count. **Your entry should not be longer than 800 words in total.** Client testimonials are not included in the word count.

Background to Campaign / Challenge / Objectives (300 words min.)

Provide as much context as possible on the client/agency challenges, and the business problem you were looking to address, as well as the objectives set for the campaign.

Solution / Strategy(150 words min.)

Outline approach and considerations, along with technology and innovation aspects of the campaign put forward in order to meet the campaign objectives. Refrain from just listing the features or capabilities that were used!



Execution (150 words min.)

Focus on the elements of campaign execution i.e. the detail; breakdown main campaign steps or milestones along the way.

Results (100 words min.)

This is your opportunity to show-off metrics and performance. Try to include at least 3 data points, ideally showing how the campaign outperformed and exceeded expectations. Also, use this as an opportunity to explain any new insights that were uncovered through the activity.

For this specific campaign category, the Judges are looking for some or all of the following:
(tick all that apply to your Campaign)

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|----------------------------------|-------------------|
| Beta testers | Feature adoption |
| Use of Creative vendors | Cookie scoring |
| Offline attribution | Custom segments |
| API-based trading | Planner campaigns |
| Inferred branding | A/B testing |
| Strategic optimisations or setup | |