

Award Categories		Participants	
1	<a href="#">Best Customer Relationship Management Platform (CRM)</a>	BPM Online Cooper Crowdvocate (Crowdvocate SaaS) Erply (Erply CRM) Freshsales	Hubspot CRM InStream Less Annoying CRM Microsoft Dynamics CRM Pipedrive
2	<a href="#">Best Email Service Provider (ESP)</a>	BlueHornet Campaign Monitor Constant Contact Emma Epsilon (Agility Harmony) Yes Marketing (Yesmail 360i)	GetResponse iContact Mailchimp MessageGears Piano (Piano ESP)
3	<a href="#">Best Marketing Automation Platform (MAP)</a>	Act-On ActiveCampaign Adobe Campaign Autopilot Bronto LSMx Marketo	Crowdvocate (Crowdvocate SaaS) Delvinia (Methodify) Dotdigital (Engagement Cloud) Exponea GetResponse LSMx Marketo
4	<a href="#">Best Analytics Platform</a>	Ad-Juster (ProgrammaticIQ) Adlucent (Deep Search) Adobe Analytics AT Internet (Digital Analytics / Analytics Suite) CaliberMind (CaliberMind Customer Analytics) MSIGHTS, Inc.  Oracle Marketing Cloud	Clari (Amperity) Funnel Google (Google Analytics 360)  IBM Digital Analytics iClick Interactive Asia Limited Pathmatics (Explorer 2.0)  Piwik PRO (Piwik PRO Analytics Suite)
5	<a href="#">Best Attribution Platform</a>	Adobe (Adobe Analytics) Bizible DCMN GBH (DC Analytics) Equifax (OptimaHub) Fospha	Google (Attribution 360) Marketing Evolution Nielsen (Visual IQ) Semcasting (The Attributor) Terminus (BrightFunnel)
6	<a href="#">Best Content Management System (CMS)</a>	Brightcove (Brightcove Video Cloud) Highspot Magnolia Pantheon SiteCore (Sitecore® Experience Platform™)	Splash (Splash Enterprise Platform) Turtl Weebly Wix  Wordpress
7	<a href="#">Best Digital Asset Management Platform (DAM)</a>	Cognizant assetSERV Brandfolder Canto Gelato Image Relay	Libris Widen (Widen Collective) Wiredrive
8	<a href="#">Best Customer Data Platform (CDP)</a>	Adlucent (Deep Search) AgilOne (Customer Data Platform) Amperity (Customer Data Platform) ARM Treasure Data (Customer Data) BlueVenn SmartyAds (Customer Data Platform)	Exponea Fospha IgnitionOne Tealium (AudienceStream) Lytics Sprinklr Core
9	<a href="#">Best Social Media Marketing &amp; Monitoring Company</a>	Adobe Social Brandwatch Falcon.io Hootsuite Kenshoo (Kenshoo Social) Tracx	Lithium Momentfeed Oracle Social Cloud Racasse Salesforce Social Studio
10	<a href="#">Best Content Marketing Tool</a>	Acrolinx (Acrolinx AI-Powered) Clearside Dianomi (Dianomi Native Ad) Ion Interactive Oracle Content Marketing	Percolate (Percolate Next) Piano (Composer, VX, ID, and ESP) Scribble Live Engage Showpad

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11	<a href="#">Best SEO Tool</a>	Ahrefs Botify BrightEdge CanIRank Conductor (Conductor Searchlight)	eGrove Systems (Elite Site Optimizer) gShift IQuanti (ALPS) Moz Pro OnCrawl	Pi Datametrics Rio SEO Searchmetrics SEMrush TapClicks (Raven Tools)
12	<a href="#">Best Call Analytics Platform</a>	CallRail (CallScore) Convirza DialogTech (The DialogTech Product Infinity (Infinity Call Intelligence) Invoca	Marchex (Marchex Call Analytics, ResponseTap	
13	<a href="#">Best Predictive Analytics Platform</a>	6sense Adobe Marketing Cloud Amazon Machine Learning IBM Marketing Cloud IBM SPSS Modeler	IBM SPSS Statistics Infer Keen Decision Systems (MIDA) Oracle Marketing Cloud Radius	RapidMiner SAP Analytics Cloud SAS Advanced Analytics Smarty Ads (Quantum Analytics) TIBCO Statistica
14	<a href="#">Best Paid Media/Bid Management Tool</a>	[24]7 Customer Acquisition Cloud Acquisio Ad-Juster (ProgrammaticIQ) Adlucent (Deep Search) Adobe Advertising Cloud	DoubleClick Search Google Doubleclick Kenshoo (Kenshoo Search) Marin Software Merkle (Proprietary Amazon bid	NetElixir (LXR Guide) QuanticMind SmartyAds (Demand Side Platform) SoreYa (Traffic Booster) Wordstream
15	<a href="#">Best Account Based Marketing Tool</a>	Bizable Demandbase Engagio Jabmo Leandata	Madison Logic Marketo ABM Radius Salesforce Pardot (including Einstein Terminus	Uberflip
16	<a href="#">Best Location Based Marketing Platform</a>	Brandify BrandMuscle (Integrated Local Chatmeter EKomi HubKconnect (HubKconnect Local Store	LSMx MomentFeed PlaceIQ (Landmark Visits and Rio SEO (Open Local Platform) Uberall	Yext
17	<a href="#">Best Mobile Marketing Platform</a>	AppsFlyer Attentive Avochato Bidalgo Branch	Braze EZ Texting Insider Leadbolt Liftoff	Raise IT Solutions Ltd (RITS Browser) Salesforce Mobile Studio SendinBlue Urban Airship (Customer Engagement Zuant
18	<a href="#">Best Sales Enablement Technology</a>	Clari Cognism Highspot Imparner PRM Introhive	Leadassign MindTickle Nudge.ai ProspectIO Seismic	Winmo
19	<a href="#">Best Integration Platform as a Service (iPaaS)</a>	Azuqua Dell Boomi GoDataFeed IBM App Connect Informatica	Jitterbit MuleSoft Anypoint Platform Pantheon PieSync Segment	SmartyAds (WLS SSP, WLS DSP, Zapier
20	<a href="#">Best Personalization Platform</a>	AB Tasty Adapti Adobe Target Appcues BrightInfo Nosto Optimizely SAP RichRelevance (Xen AI)	Cablato (Digital broadcast & online Certona Dynamic Yield Emarsys Google Optimize 360 Oracle Maxymiser Piano (Composer, VX, ID, and ESP) SessionM Sitecore (Experience Platform™)	IBM Watson Marketing InEvent Lytics Marketo Engagement Platform Monetate (Intelligent Personalization Sailthru Salesforce Marketing Cloud VWO Yieldify (Conversion Platform())

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21	<a href="#">Best Workflow/Project Management</a>	Airtable Asana Chatmeter (Workflow) ClickUp FunctionFox	OpenText Smartsheet Workfront	
22	<a href="#">Best Influencer Marketing Platform</a>	AspireIQ BuzzSumo CreatorIQ Dovetale HYPR (HYPR Influencer Marketing)	IZEA Worldwide Julius Pixlee Upluence	
23	<a href="#">Best Data Visualization Tool</a>	249Labs (Open Lantern) Adobe (Attribution Visualization) DashThis Google Chart Tools Google Data Studio	Grapher IBM Cognos Dashboard Embedded iDashboards MSIGHTS, Inc. (MSIGHTS Reporting) Oracle Scorecard	SAP Lumira Swydo Whatagraph B.V. (Whatagraph)
24	<a href="#">Best Demand Side Platform (DSP)</a>	Amobee Basis BrightRoll DSP dataxu Google Marketing Platform	MediaMath TerminalOne Marketing Rubicon Project, For Buyers SmartyAds (Demand Side Platform) The Trade Desk (DSP)	
25	<a href="#">Best Sell-Side Platform (SSP)</a>	AerServ AppNexus Publisher SSP BrightRoll Ad Exchange Google Ad Manager MoPub	OpenX PubMatic SmartyAds (Supply Side Platform)	
26	<a href="#">Best Content Delivery Network (CDN)</a>	Akamai Amazon CloudFront CDN77.com CloudFlare Google Cloud	Imperva Incapsula Key CDN Secure CDN	
27	<a href="#">Best Chat/Conversational Bot/Tool</a>	Aivo Drift (DriftBot) IBM Watson Assistant Intercom ManyChat	Smooch Wizu (Fusion Software) ZenDesk	
28	<a href="#">Best Conversion Rate Optimization Tool/Technology</a>	Adobe Target Agendize (Agendize Online) Bolt (Bolt Checkout) ClickTale CoolTool (UXReality)	Crobox EyeQuant KiSSMetrics Leadpages Lucky Orange (Lucky Orange)	Optimizely Persado Piano (Piano Composer / Piano VX) WEVO
29	<a href="#">Best Data Privacy/GDPR Tool/Technology</a>	Actiance Platform Amperity BigID Cognito DataGrail Privacy Portal	DATUM GDPR Solution Ensignten GDPR Website Compliance Flowz Isatis CyberSoft (CyberManager) OneTrust	Sourcepoint (Dialogue and CMP)