KREACJA I REALIZACJA

Agencje 360
GOLDEN SUBMARINE, artegence, ideo FORCE, Bas Cannot Enjoy, lightscape, alpaca studio, SEMAHEAD, [zjednoczenie], PERFORMANCE MEDIA, KAMIKAZE ALMA GROUP, LiquidThread, publicis, Leo Burnett, AUDIENCE MEDIA GROUP, SAATCHI & SAATCHI, REPRISE, KERRIS, BLUECLOUD INTERACTIVE, ONE House, SILVER Agency, Marketing Online, 4RBAL, adequate, bluerank, MakoLab, they.pl, WeNet, mediacore, Doyle Dane Bernbach, be Brand Extension, SEMPA, mexad, YOU WELCOME, PRECISE, BBDO, DC DENTSU CREATIVE, RED GROUP, DIGITREE GROUP, Accenture Song, KWANKO, CLOS BROTHERS, KOMUNIKACJA, essencemediacom, mu, Cube Group, NU ORDER, UMG FOR BRANDS

Agencje SEM/SEO/SXO
semcore, seo group | can do, sunrise system, RESULT MEDIA, REPRISE, KERRIS, they.pl, iPROSPECT, KS

Influencer marketing
GET HERO, LifeTube, AGENCJA #DDOS, LiquidThread, #BRAND LIFT, TEARS OF JOY, Reach aBlogger, REPRISE, streetcom, InfluEnter, moBehave, Open MOBI, MYFACE.AR, LABCON, inca, SPACE CAT

Agencje social media
Kohai, REPRISE, they.pl, streetcom, JUMP, moBehave, DC DENTSU CREATIVE, LABCON

Agencje mobile marketing
mobicm, yoc, PROXI-CLOUD, SpicyMobile, Open MOBI, moBehave

Agencje content marketing
REPRISE, streetcom, DC DENTSU CREATIVE, socialyse, Tech Nest, LABCON, plista, orionmedia

Agencje performance
AudienceNetwork, BUSINESSFACTORY, seo group | can do, converters, Performics, AUDIENCE MEDIA GROUP, REPRISE, inis DIGITREE GROUP, RTB HOUSE, Resolution., SalesIntelligence, moBehave, Wavemaker, dentsu, CARAT, iPROSPECT, Media Maker, EUVIC, ecselis, SALES AND MORE, SARIGATO, sales tube, resolution, they.pl, FormUp

Agencje e-mail marketing
AUDIENCE MEDIA GROUP, email PARTNERS, ABi, leadR, inis DIGITREE GROUP, SaleLifter, they.pl, SMI MEDIA

Agencje doradczo-wdrożeniowe
YOTTA, adnext, H2H.tech

Produkcja treści, audio, wideo
RTB HOUSE, BOOSTMEET

Agencje kreatywne
TEARS OF JOY, RTB HOUSE, STORY, streetcom, JUMP, BBDO, RED GROUP, MOSQUITO, discipline., GONG, LABCON, DC DENTSU CREATIVE

Domy mediowe
SIGMABIS, LVL UP MEDIA, media choice, Starcom, SPARK FOUNDRY, Zenith, media.group, UM, Initiative, OMD, ONE House, media SWOT, mediacore, be Brand Extension, Wavemaker, MINDSHARE, dentsu, CARAT, iPROSPECT, MEDIAHUB, EUVIC Media, havas media, ARENA MEDIA, fullsix, SALES AND MORE, essencemediacom, ValueMedia, MEDIAPLUS, FABRYKA MARKETINGU, pHd, Media Direction, groupm

Domy sprzedaży
tri-table, LOVEMEDIA, ABi, ringier axel springer, vidoomy, CHANNELFACTORY, polsat media, Teads

Esport/gaming
HUUUGE, GAMESET, TEARS OF JOY, MYFACE.AR, fantasy expo, polsat games

Agencje eventowe
MINISTRY OF CREATIVITY, dentsu

Agencje PR
SOLSKI communications, 24/7 COMMUNICATION, LABCON

PROGRAMMATIC

Agencje programmatic
matterkind, SpicyMobile, RTB HOUSE, DataMasters, Hybrid, iPROSPECT, havas programmatic hub, bid response, essencemediacom, sales tube, yetiz, XAXIS

Yield optimization
waytogrow, optidigital, optAd360, Caroda, iDM

Trading desk
matterkind

Dostawcy powierzchni programmatic
waytogrow, optAd360

Dostawcy danych
oan, justtag group, vidoomy, Teads

DSP
EQUATIV, adform, CRITEO, SpicyDSP, RTB HOUSE, vidoomy, ESKIMI, Hybrid, GO.PL, Teads

SSP
EQUATIV, iBILLBOARD AD PLATFORM, yoc, WPARTNER, vidoomy, adQuery, VOX, Teads

NARZĘDZIA

Adserwery
EQUATIV, AdTonos, ADOCEAN

AI
meze, VOX, salesforce

E-mail marketing platform
GetResponse, FRESHMAIL, SARE, salesforce

Lead generation
eGENTIC, xtech.pl, Landingi, salesforce

Marketing automation
iPresso, GetResponse, PUSHPUSH, matterkind, Feeds automated, SARE, salesforce

Platformy audio i wideo
Stream Extension, onnetwork, CHANNELFACTORY

CDP
justtag group, salesforce

DMP
OnAudience.com, CloudTechnologies, Data Exchanger

E-commerce
REPRISE, revhunter, TradeTracker.com, salesforce

POWIERZCHNIE REKLAMOWE

Portale i strony horyzontalne
na:Temat, dziennik.pl, Grupa RMF, rp.pl, tvn24, GAZETA.PL, wyborcza.pl, wysokieobcasy.pl, onet, POLSKA PRESS GRUPA, i.PL, ZET, interia, money.pl, WP

Serwisy wertykalne
parkiet.com, FILMWEB, dzień dobry, SPORT.PL, grupa zpr, Puls Biznesu

Sieci afiliacyjne
ADTRACTION

Sieci mobilne
AdPrime, SpicyMobile, Open MOBI

Sieci reklamowe
Offerista, media.net, Taboola, DOUBLE/ESPRESSO, AUDIENCE MEDIA GROUP, questpass powered by adquesto, optAd360, adrino, vidoomy, MCN, adQuery, VOX, iDM, ADRETAIL, Teads

Wyszukiwarki
allegro, Google

Retail media
allegro

Sieci reklamy audio/wideo
waytogrow, AUDIENCE MEDIA GROUP, Stream Extension, MCN, SARAWU

Społeczności
FILMWEB, httpool, Meta

Telewizje internetowe i VOD
player, TVP VOD, TVP GO, polsat go, pilot

Digital Out-of-Home
ams DIGITAL, ABi, SCREEN NETWORK, synergic, bemedia, jetline, WAREXPO

Aplikacje mobilne
Listonic, yanosik.pl, FILMWEB, blix, Zdrowe Zakupy, TVP SPORT, TVP VOD, TVP GO, MOJA GAZETKA

ANALIZY

Firmy badawcze
Polskie Badania Internetu, KANTAR, Nielsen, YOTTA, streetcom, GEMIUS, dentsu, CARAT, iPROSPECT

Monitoring mediów
Nielsen, AdReport, KANTAR, GEMIUS

Monitoring kampanii
iSLAY, PROXI-CLOUD, DV DoubleVerify, GEMIUS, sales tube, AEGI, TrafficWatchdog

E-COMMERCE

Marketplace
olx, OTOMOTO, otodom, fixly, allegro, growNow

Sklepy internetowe
p7u ZDROWIE, nextoPL, Fast White Cat

Systemy lojalnościowe
PAYBACK

Porównywarki ofert
rankomat.pl, nokaut.pl

Agencje e-commerce
LVL UP MEDIA, ideo FORCE, GODYLABS, PUBLICIS COMMERCE, OXXO, Red Fox Rocks, SalesIntelligence, Wavemaker, MOLECULAR, DC DENTSU CREATIVE, iPROSPECT, OMNIHERO, Accenture Song, havas market, sales tube, yetiz

USŁUGI

B2B software
ClickMeeting

Rekrutacja/Outsorcing
BIDads, appliscale

Dostawcy internetu
orange, plus

Digital advisory
waytogrow, YOTTA, Full Stack Experts, FUTURE MIND, DBI DATA BUSINESS INTELLIGENCE, CRIDO, spark

EDUKACJA

Szkolenia i certyfikacje
impact academy, DIMAQ

Uczelnie wyższe
Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Collegium Civitas

AMBASADORZY DIGITALU
Nestlé, UNIVERSAL, DANONE, ADAMED, TikTok

iab polska

MAPA PODMIOTÓW INTERNETOWYCH 2022/2023

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Mapa do pobrania: mapa.iab.org.pl