

# DMN ANNOUNCES THEIR 2018 AWARD FINALISTS AND ST. LOUIS-BASED AD TECH STARTUP, ADVOCADO, MAKES IT TO THE FINAL ROUND.

ST. LOUIS, MO, UNITED STATES,  
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EINPresswire.com/ -- A year's worth of marketing excellence has been narrowed down to a [select few outstanding finalists](#) in categories recognizing innovative use of data, strategy, and technology. "Advocado is incredibly honored to be selected as a finalist in the Ad Tech category," said Co-founder and CEO, Brian Handrigan. He added, "As a newly formed startup from St. Louis, we're thrilled to represent our city. St. Louis has the potential to be the hub for Ad Tech companies. The talent in our community rivals Silicon Valley and we're an [established advertising agency town](#). We're ready to put ourselves on the map as the future of Ad Tech."

Advocado officially launched in September at DMEXCO and has received recognition for their platform that is helping brands and media agencies qualify and increase the value of their advertising by transforming linear TV into performance-based media through [real-time activation, attribution and analytics](#).

Co-founder and President, Jeff Linihan said, "It's an exciting time for us. We've built tremendous momentum over the past few months and are eager to elevate the advertising industry. We're at the forefront of transforming the intersection of technology and communication to enhance personal connection via micro-

The logo for Advocado, featuring the word "ADVOCADO" in a bold, green, sans-serif font. The letter "O" is replaced by a green avocado with a stem and two leaves.



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*Jeff Linihan, Co-Founder and  
President*

moments."

DMN covers all aspects of digital and data-driven marketing and delivers content via newsletters, eBooks, webcasts, podcasts, and custom projects/publications, as well as at DMNews.com. It hosts a number of live events including the annual DMN Awards. DMN received submissions for digital campaigns, leading tech companies, and stand-out individuals. They narrowed down hundreds of submissions to an elite group of 51 companies; three finalists in 17 categories. All winners will be announced at the 2018 DMN Awards ceremony, to be held at Fishbowl at

the Dream Midtown, New York City, on January 24, 2019.

About Advocado: Built by marketers for marketers, Advocado helps brands both qualify and increase the value of their advertising by transforming linear TV into performance-based media through our AdBot RTB, analytics and call tracking. These three platform components result in a trifecta: increased campaign effectiveness, proven ROI, and omnichannel attribution measurement.

Jaime McLiverty

Advocado

+1 314-888-5411

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