

ZATAP Wins 2026 ADWEEK Tech Stack Award for CRM Product/Platform Innovation

Phygital platform recognized for transforming music, sports, fashion and entertainment physical touchpoints into measurable, continuous customer relationships

ZURICH, SWITZERLAND, August 7, 2026 /EINPresswire.com/ -- [ZATAP, the phygital engagement platform connecting physical products](#) and experiences with dynamic digital content, has been named a winner of the [2026 ADWEEK Tech Stack Award in the CRM Product/Platform category](#).

The ADWEEK Tech Stack Awards recognize the technologies and companies shaping the future of marketing, advertising and media through innovation and measurable commercial impact. The CRM Product/Platform category spotlights platforms redefining how marketers manage and optimize the customer journey.

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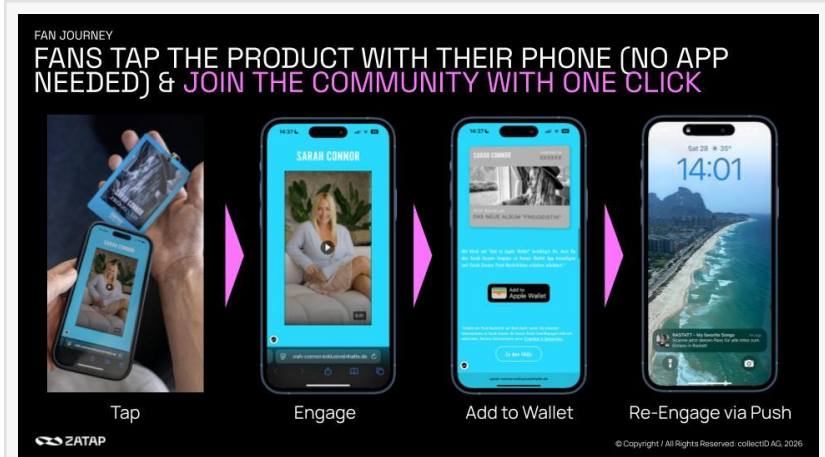
Winning an ADWEEK Tech Stack Award is an incredible validation of what we have been building at ZATAP”

David Geisser, CEO & Co-Founder

Trusted by major and independent record labels and internationally recognized artists, top-tier fashion brands and popular professional sports teams, ZATAP enables organizations to transform merchandise, physical media, apparel, event signage and other real-world assets into interactive digital touchpoints.

“Winning an ADWEEK Tech Stack Award is an incredible

validation of what we have been building at ZATAP,” said David Geisser, Co-Founder and CEO of ZATAP. “Physical products and experiences have historically existed outside the customer data ecosystem. ZATAP changes that by turning every product and real-world touchpoint into the beginning of a direct, measurable relationship. This recognition reinforces our belief that the future of CRM will not be confined to screens—it will begin with the objects, places and



From a simple tap of the phone on this lanyard badge, the fan is prompted to download the fan wallet pass in order to receive future push notifications.

experiences people already value.”

ZATAP helps eliminate “lost moments” across the customer journey and across different verticals.

For example, in music, fashion, sports and entertainment, customer journeys are shaped by significant moments: an album release, pop-up, concert, game, limited merchandise drop, fan-club experience or piece of exclusive content.

The data created by these interactions is frequently fragmented across ticketing platforms, streaming services, social networks, retailers and merchandise partners. As a result, organizations can struggle to identify their most engaged audiences, communicate with them directly or understand the full lifecycle of a physical product.

ZATAP addresses this fragmentation by connecting merchandise, physical media and out-of-home experiences with a real-time CRM and engagement layer.

Using NFC-enabled products, mobile wallet passes, product authentication, gated experiences and direct-to-consumer tools, ZATAP helps organizations recognize high-intent interactions and transform them into measurable engagement, revenue and retention.

Unlike a QR code that can be viewed, shared or scanned from a distance, an NFC-enabled ZATAP experience requires the customer to physically tap the connected product with a smartphone. Through a simple smartphone tap, customers can unlock exclusive content, authenticate or register products, join membership programs, save Apple or Google Wallet passes, enter competitions and receive future communications.

The physical item becomes more than a one-time purchase: it becomes an ongoing, interactive customer channel.

The MarTech platform is designed to support organizations at different stages of growth, from independent artists and emerging sports teams to major record labels, global fashion companies and internationally recognized sports organizations. Each interaction gives participating brands an opportunity to build a direct, consent-based relationship with their audience, connecting physical engagement with measurable first-party data and ongoing CRM activity.

Rather than requiring companies to replace their existing technology, ZATAP can connect with current CRM platforms, streaming services, e-commerce stores and other digital systems. Customers can begin with an individual release, product or activation and expand ZATAP into a wider fan-engagement and CRM infrastructure.

The platform also supports different languages, international markets and privacy requirements, allowing global organizations to deliver locally relevant and compliant experiences.

Unlike a conventional campaign landing page, a ZATAP-enabled product can remain connected throughout its lifecycle. Brands can update the content associated with the product in real time, introduce new experiences and re-engage customers long after the initial purchase, product launch, concert, match or event.

The platform supports encrypted and standard NFC technology, QR codes, customizable web experiences, chart-eligible reporting (Billboard, OCC, Official German Charts, ARIA), digital product authentication, Apple and Google Wallet integrations, engagement analytics and direct marketing tools. ZATAP can be deployed through its [self-service Phygital Studio](#) or integrated into a brand's existing digital ecosystem through APIs.

This modular approach allows organizations to launch everything from straightforward tap-to-content experiences to fully customized international customer-engagement programs.

The ADWEEK recognition reflects ZATAP's growing role as an infrastructure layer between physical engagement and modern CRM, helping marketers understand not only what their audiences click, but also what they own, attend, collect and experience.

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