

Goodway Group Named a 2023 AdExchanger Programmatic Power Player



Leading digital media and marketing services firm recognized for innovative core offerings

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Goodway Group, a leading data and tech-enabled brand performance digital marketing services firm, has been named to **AdExchanger's Programmatic Power Players List 2023**. This marks the third time that Goodway Group has been recognized by AdExchanger as one of the best agencies in the business, and once again takes its place among the industry's leading agencies, tech providers and strategic partners this year.

Goodway Group deploys deep expertise across consumer and B2B marketing and is focused on growing its full-service retail media practice, honing in on CTV/video, total search planning and brand-performance advertising, as well as leveraging its proprietary digital programmatic technologies to expand its already robust data and analytics capabilities. In 2022, Goodway Group saw a 41% YoY growth. It was a pivotal year for the company with a number of key milestones including two strategic acquisitions of growth marketing agency Tuff and martech and data consulting company Canton Marketing Solutions. Goodway Group also expanded service offerings into retail media networks, fostered strategic partnerships and acquiring key talent. Goodway Group has also widened its brand-direct client base and works with notable brands including Dollar General, Staples, Kubota, New York Jets and MyEyeDr.

"We are honored to be recognized by AdExchanger for the third time as a Programmatic Power Player," said Jay Friedman, President of Goodway Group. "This recognition reflects our steadfast commitment to our clients and their changing needs in the current landscape. As the industry evolves, we know how much our clients need a digital media partner they can trust to deliver solutions that achieve meaningful results and position them ahead of the curve. We are an agency built for the modern marketer and remain dedicated to helping our clients reach their goals and strategically navigate through the complex challenges they face today."

As part of Goodway Group's focus on establishing strategic partnerships, the agency became The Trade Desk's inaugural partner in its Certified Service Partner Program in 2022. In Q1 2022, the agency enhanced its award-winning technology stack with the launch of Passport One,[™] which aims to address brands' first-party data needs in a cookieless future by providing a privacy-forward proprietary database to reach customers, to enhance existing first-party data and create new opportunities for closed-loop measurement.

Goodway Group, and other companies selected by AdExchanger to be featured on this year's Programmatic Power Players list, were chosen from hundreds of submissions received from across the globe. AdExchanger's editors evaluated each entry based on the strength and breadth of its offerings, its documented case studies, and client references.

Goodway Group's inclusion on the list is just the latest industry recognition for the growing agency. Its diverse team of digital strategists, media practitioners, technologists and data scientists have won the prestigious awards for innovative marketing technology and inclusive remote-first workplaces, including multi-year Ad Age Best Place to Work Awards, an AdExchanger Best Use of Technology by an Agency Award and three MarTech Breakthrough Awards.

About Goodway Group

Goodway Group is a leading data-driven and technology enabled digital media and marketing services firm with teams in the U.S. and the UK. Our diverse team of digital strategists, media practitioners, technologists, and data scientists have won the most prestigious awards for innovative marketing technology, impactful work, and inclusive remote-first places to work including being honored as a multi-year Ad Age Best Places to Work, AdExchanger's Best Use of Technology by an Agency Award, and two MarTech Breakthrough Awards. The firm deploys deep expertise across both consumer and B2B marketing, including brand-performance advertising, retail media and commerce, and advanced analytics using proprietary digital programmatic technologies, data, analytics methodologies, and consultation. Goodway Group is an independent and remote-first media and marketing services firm with a 90+ year history. Find Goodway Group online at goodwaygroup.com or follow us on Facebook, Twitter or LinkedIn. Goodway Group. Honestly Smart Digital.

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