



PERFORMANCE
MARKETING AWARDS

May 7th, 2013

Grosvenor House Hotel, Park Lane, Mayfair, London

Award Categories for 2013

Performance Marketing Awards 2013 Categories.

1. Publisher Innovation

Judges are looking for Publishers who have successfully implemented new technology, adopted multiple channels or out-of-the-box innovative thinking, to establish value add for their members or advertisers and increase revenue, engagement or ROI from their performance marketing activity.

2. Advertiser Innovation

Open to Advertisers that have developed something innovative within their Performance Marketing activity within the judging period. This innovation could be technology-based, could utilise associated channels such as Mobile, Social Media or Display for example; or simply approach things differently within their space. This innovation will have ultimately improved one or more of the following: revenue opportunities, engagement, communication, relationships or visibility.

3. Network Innovation

Judges will be keeping an eye out for a single network innovation that has helped their clients on the road to a surge in ROI from their performance marketing activity. Strictly speaking, there could be the introduction of new technology, out-of-the-box, lateral thinking or a creative solution that enhances or improves the way you've done business.

4. Best use of Data

Advertisers, Agencies, Networks, Publishers or a collaboration of multiple demographics will really need to go out of their way to prove their accomplishments with data which are unlike anything the industry's seen. Smart use of data could have aided decision making, increased activity, engagement, incremental sales or ultimately ROI across the Performance Marketing spectrum.

5. Best New Entrant

An award aimed at anyone who has entered (or re-entered) the Performance Marketing sector within the last 12 months. Open to both individuals and companies who have hit the ground running and made an immediate impact with their activity, platform or business proposition.

6. Best Agency

Only pro-active agencies that offer competent and successful performance-based programme management need apply. Judges will be casting a critical eye on aspects like effective communication, transparency, promotion and incentive strategy, internal channel management, Performance Marketing advocacy and development and, not forgetting, meeting all important client objectives. As this category can be complex, **a dedicated entry form must be completed** to align all entry criteria.

7. Best use of Performance Marketing as part of a Multi-Channel Campaign

Performance Marketing and its increasing integration within the wider Digital Marketing mix was more evident in 2012 than ever before. Careful and smart implementation is therefore essential. Judges will be looking for competent integration of Performance Marketing by a Publisher, Network, Agency or Advertiser, enabling them to successfully manage expectations whilst adding incremental or innovative sales value.

8. Best Search Campaign

Proficient and successful management of a performance-based Search strategy that can include both natural, mobile or paid search campaigns are likely to pique a judge's interest. Successful entrants must demonstrate innovative use of search and ROI, alongside alignment to brand values and goals across a well thought-out and delivered search campaign.

9. Best Lead Generation Campaign

We're seeking a specific lead-based campaign that has firmly met client objectives by providing quality leads and sales through a smart, cost effective and ethical strategy. Successful entrants will be able to quantify the relative value of the leads to the client, keeping them in line with original client objectives.

10. Best use of Mobile

Judges will be looking for a joined-up mobile strategy that embraces the principles behind performance based marketing. Examples could be an APP or Mobile web proposition that embraces performance or an innovative campaign / consumer proposition by a Publisher or Advertiser that has enabled customer engagement and sales for the channel.

11. Best use of Email

Judges will be looking for successful, scalable use of email marketing to generate leads and returns on a performance basis. This award can be entered by Publishers or as a joint entry from an Advertiser, Agency, Network or Technology Solution.

12. Best Consumer Targeting Campaign

Judges are on the lookout for a campaign that has successfully targeted a defined set of consumers, influenced the customer journey and generated measurable and profitable sales for a brand.

Examples could include a well-executed re-targeting or remarketing campaign, smart use of data to initiate sales or a well-thought out social media campaign. A performance-based element must be present within the entry.

13. Best Managed Affiliate Programme

Understanding the complexity of the affiliate channel is paramount to a profitable affiliate programme. Judges will be looking for competent and holistic programme management of an individual programme by an agency, in-house affiliate manager or affiliate network.

14. Global Excellence in Performance Marketing

Open to any company that has operated or expanded its performance marketing activity into more than one worldwide territory. Judges will be looking for smart execution, expansion and overall success from their international activity as a Publisher, Advertiser, Network, Agency or Technology Solution.

15. Hotshot Rising Star Award

One extraordinary individual will be presented with our Rising Star Award. Given to a person who judges feel have displayed something truly exceptional in the sector over the last 12 months. There is no cost to enter this award; however you must nominate a candidate for eligibility. **There is a dedicated entry form for this award.**

16. Best Brand Engagement Campaign *New for 2013

New for 2013 - Publishers provide an enviable platform for brands to reach millions of eyeballs quickly via multiple channels and devices – either through a traditional media buy, a pure performance based campaign or often a hybrid between the two. Judges will be looking for a performance based or hybrid campaign, which has enabled a brand to communicate or engage with consumers via one or more internal sources (such as web & email) or external (such as Facebook, print, video & twitter) that has met client objectives and driven engagement.

This award can be entered by Advertisers, Agencies and Publishers.

17. Best Agency-led Performance Marketing Campaign *New for 2013

New for 2013, Judges will be looking for a Performance Marketing campaign that was agency-led and devised, created and delivered either completely internally or through a collaboration of parties. Smart collaboration, joined-up thinking, brand exposure, metrics and data will likely have been utilised to spearhead a successful Performance Marketing campaign for one of their clients.

18. Most Incremental Performance Marketing Campaign *New for 2013

Often the buzzword for 2012, those involved in Performance Marketing have been proving its incremental value to brands, agencies and wider channels over the course of the year. Judges will be looking for successful examples of Performance Marketing campaigns that have succeeded in achieving 'incremental' status.

Whether new customers, new revenue streams, or other identifiers that created pre-defined incremental objectives, judges will be looking for successful campaigns that have achieved incremental goals and driven additional ROI.

19. Grand Prix Award * New for 2013

Will you be best of the best? New for 2013, the inaugural Grand Prix award will be selected by judges after healthy debate and deliberation. The Grand Prix winner will in the judge's opinion be the star entry that encompasses the very best of Performance Marketing over the year.

Vertical Awards

There are separate awards for Advertisers and Publishers, both Judged independently.

Enter as an Advertiser

As an Advertiser, judges will be looking for evidence of how well they have integrated their Affiliate Marketing activity into their Digital Marketing strategy. In addition, the judges will want to see evidence of transparency, relationship management, ROI, communication strategy, innovative thinking and aligning Publisher expectations with internal brand goals.

Enter as a Publisher

For Publisher awards, the judges will be looking for evidence of success in engaging Advertiser relationships, aligning revenue opportunity with Advertiser goals alongside transparency, value-add, innovativeness, collaboration and general vertical performance.

Vertical Categories

20. Best in Finance

Best Advertiser in Finance

Best Publisher in Finance

21. Best in Retail

Best Advertiser in Retail

Best Publisher in Retail

22. Best in Travel & Leisure

Best Advertiser in Travel & Leisure

Best Publisher in Travel & Leisure

23. Best in Technology & Telecoms

Best Advertiser in Technology & Telecoms

Best Publisher in Technology & Telecoms

Industry Achievement Awards

Without forgetting our company heritage and advocacy that has been growing the publisher base and industry for 12+ years, we always seek to retain the thoughts of the wider industry through our Industry Achievement Awards rewarding those who, along with our panel of judges, are perceived to be the industry's best by our 70,000+ community at affiliates4u.com.

Aside from the Publisher's Choice of Network (which will have new voting regulations), the 'Best Publisher Support', 'Best Advertiser Support' and 'Best Account Manager at an Agency or Network' award categories will be part-voted for and part-judged where stated.

24. Publisher's Choice of Network

This year the top 250 publishers (based on internal research and algorithm) will be actively contacted and given one company-wide vote. However we're not restricting the voting to the top revenue earners. Every publisher will be able to submit their vote by completing our secure online form. The details of which will be validated via phone before being added to the category scoring.

25. Best Publisher Support

Judges will be looking for evidence of clear and transparent support that successfully aids publisher development and revenues across the network. Judges will also be looking for a support mechanism that resolves publisher payment, programme and performance-related queries in a timely fashion. The Best Publisher Support award will reward one of the critical internal functions for a network, and will be part judged / part voted for by the Affiliates4u.com publisher community. Best Advertiser Support

26. Best Advertiser Support

Showing evidence of team collaboration, support mechanisms, engagement strategies, publisher recruitment, transparency, communications and education, the Best Advertiser Support award aims to reward those at a network who are doing their utmost to ensure advertisers are supported throughout the network and their Performance Marketing activity. This is a wholly judged category and we would encourage you to support your submissions with testimonials from clients.

27. Best Account Manager at an Agency or Network * New for 2013

Returning for 2013 - the industry will be rewarding one account manager based at a network or an agency with the title of 'Best Account Manager'. **Entry for this award is on a paid nomination basis.** A selection of judges will then devise a shortlist, following which the industry will then vote via affiliates4u.com to reward one performance marketer with the accolade.

Important Deadlines

- Entries open:** November 2012
- Entries close:** 31st January 2013
- Late entry deadline:** 8th February 2013*
- Shortlist announced:** 1st March 2013
- The Awards:** 7th May 2013

**surcharge applies to late entries*

Judging Period

All activity must relate to the period 1st January 2012 to 31st January 2013.

www.PerformanceMarketingAwards.co.uk

Contact Us

Sarah Parsonage: Managing Director, +44 (0)117 203 3011 (sarah.parsonage@existem.com)

Chris Johnson: Content Director, +44 (0)117 203 3009 (chris@existem.com)

Drew Cameron: Business Development Manager +44 (0)117 203 3013
(drew.cameron@existem.com)

Mark Atherton: Account Manager +44 (0)117 203 3113 (mark.atherton@existem.com)