



PERFORMANCE
MARKETING AWARDS



10 Years of Celebrating
the Very Best in
Performance Marketing

Entries Close 29th January 2016

26th April 2016 | performancemarketingawards.co.uk



Categories

Innovation Categories

Advertiser Innovation

The Advertiser Innovation award is open to brands that have developed something cutting edge within their performance marketing activity during the judging period.

This innovation could be campaign or technology-based, could utilise additional channels such as mobile, social or display, or simply approach something at a different angle.

The winning entry will have ultimately improved one or more of the following: revenue opportunity, competitive advantage, customer or publisher engagement, communication, relationships or visibility.

Best Performance Marketing Technology

Judges are looking for an ROI-focused technology that has helped supercharge a client's performance marketing activity.

Along with obvious benefits through return on spend, the technology, service or SaaS platform may provide a competitive advantage for its subscribers or allow them to do business in a smarter way.

Judges will be looking for an innovative product, evidence of its evolution along with proof of customer adoption, results and satisfaction.

Network or Platform Innovation

Judges will be keeping an eye out for an affiliate network or platform innovation that has aided effectiveness and enhanced ROI for clients.

Strictly speaking, this could be the introduction of new technology or lateral thinking to improve the way a network or its clients do business.

Among the criteria is a clear example of innovation within the performance marketing space and across different industry demographics between the judging period.

Publisher Innovation

This award will be presented to a publisher that can demonstrate innovation in working with advertisers on hugely successful performance marketing efforts.

Entrants should include how their platform, product or working methodology has been innovative over the last year, and - from the perspective of advertisers - what makes them stand out from the crowd.



Channel Categories

Best in Mobile

Judges will be rewarding a company that has truly innovated and excelled with their mobile strategy.

Entrants should demonstrate how they have embraced or assisted in the development of mobile marketing within the performance ecosystem.

This could be at a campaign level, with use of mobile to increase customer engagement, influence, purchase behaviour and drive ROI.

Equally it could be demonstrating how the company has engaged with innovative mobile or connected device platforms and technologies to push boundaries.

Best Use of Video

With video set to grow its position in the display ad mix, competition is expected to be fierce in this new for 2016 category.

Our judges will be looking for a smart, effective and innovative video strategy that succeeded in meeting client or campaign objectives for direct responses.

Ideal entries will utilise cutting-edge tech, such as supply-side platforms, demand-side platforms, trading desks and private marketplaces.

Attention will also be paid to examining the placement of creative and an ability to connect with audiences, whether by encouraging email sign-ups, purchases or other measures of success.

Most Effective Use of Programmatic

Now ubiquitous in a range of channels, programmatic bidding has been at the backbone of some truly special moments in marketing, and we're looking for the latest example to step forward.

Our judges are seeking a standout use of programmatic media buying behind a best-in-class advertising campaign, on any channel, with clear evidence of results.

The panel will be on the lookout for super-efficient tech, processes, spend and effective placement. An eye will also be cast over evidence of working directly with publishers for a desired outcome.

Best Content Marketing Campaign

Content has long formed part of the modern day marketer's arsenal. From our perspective, a greater shift towards measurability in this particular space has made content more than worthy of an accolade at the PMAs.

In a first for the PMAs, judges will be on the lookout for something very simple: a content-based marketing campaign that turned outstanding creative and ideas into clear results.

Whether this includes a use of automation, predictive analytics, interaction with other channels, data-driven content creation or native advertising is up to the entrant. We're confident of the winning campaign demonstrating a cohesive, strategic approach, backed up by impressive figures.



Best Brand Engagement Campaign

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 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, mobile and email) or external (such as social, offline and video) to deliver ROI.

Collaborative entries are welcome.

Best Paid Search Campaign

Proficient and successful management of a paid search campaign are likely to pique a judge's interest in this particular category.

Successful entrants must demonstrate an innovative use of paid search, managed by an in-house team or for a client.

Judges will seek alignment to brand values and goals across a well thought-out and delivered paid search campaign.

Best Offline Performance Marketing Campaign

Judges will reward an innovative campaign that has stretched the boundaries of performance marketing into the offline world.

Entries should demonstrate effective use of technology or a traditional offline channel to connect brands with consumers.

The message could be delivered via app, print, TV or radio; even by proximity or location-based marketing. Creativity is welcomed.

Entrants should include clear evidence of ROI. However, judges will be rewarding on creativity, innovation and the holistic value driven for the brand in addition to revenue achieved.

Most Effective Cross-Channel Campaign

We are looking for a smartly coordinated and executed campaign that has successfully integrated performance marketing into the wider digital mix.

Entrants should demonstrate the role that performance-based marketing played and how it complemented a new or existing campaign.

Judges will be looking for the value driven for the client and ROI secured through the blended activity.

Best Lead Generation Campaign

We're seeking a specific lead-based campaign that has firmly met client objectives by providing high-quality leads or sales through a smart, cost-effective and ethical strategy.

Successful entrants will be able to quantify the relative value of leads to the client, keeping them in line with their original objectives.



Best Use of Data

Judges will be looking for intelligent use of internal or external data to bring a competitive advantage.

Entrants should highlight how the use of data has driven company or campaign success, with a clear line to connect implementation and results.

Success could be defined as new customer acquisition, retention, engagement or anything else displaying a competitive advantage.

Best Use of Email

Innovative, data-driven use of email to engage customers and influence purchase behaviour are what judges will be looking to reward in this new category.

Entrants should demonstrate how they have utilised technology - automation included - or devised internal rules or processes to maximise email engagement whilst delivering exceptional ROI.

Most Effective Paid Social Campaign

Judges will be looking to reward an innovative and effective paid social campaign or strategy.

Whether the objective was to drive acquisition, direct response or encourage engagement entrants, entries should explain how client objectives were met and ROI achieved from the activity.

Agency Categories

Best Agency

Open to digital agencies with a performance marketing arm, judges will be looking for companies with proven success both as an operation and manager of results-based marketing efforts.

Judges will be casting an eye on a suite of elements including communication and transparency with clients as well as several strategic points, such as engaging with a range of publishers.

Advocacy of performance marketing and development of activity within channels will be key, not to mention being able to meet client objectives.

As this category can be complex, a dedicated entry form must be completed to align all entry criteria.

Best Agency-Led Campaign

Judges will be looking for an agency-led performance marketing campaign that was devised, created and delivered either internally or through collaboration with clients and third parties.

In this category, smart collaboration, brand exposure, ROI and data will likely have been utilised to spearhead a successful performance marketing campaign.



Vertical Categories

Best in Travel & Leisure

Judges will be looking for a publisher or advertiser that has excelled within the travel & leisure vertical.

The minimum requirement is a holistic view of activity, however entrants should include campaign data, ROI and examples of innovation for a competitive edge.

This category can be entered in collaboration with clients.

Best in Retail

Judges will be looking for a publisher or advertiser that has excelled within the retail vertical.

The minimum requirement is a holistic view of activity, however entrants should include campaign data, ROI and examples of innovation for a competitive edge.

This category can be entered in collaboration with clients.

Best in Finance

Judges will be looking for a publisher or advertiser that has excelled within the finance vertical.

The minimum requirement is a holistic view of activity, however entrants should include campaign data, ROI and examples of innovation for a competitive edge.

This category can be entered in collaboration with clients.

Best in Technology & Telecoms

Judges will be looking for a publisher or advertiser that has excelled within the technology & telecoms vertical.

Judges will be on the lookout for a holistic view of activity, however entrants should include campaign data, ROI and examples of innovation for a competitive edge.

This category can be entered in collaboration with clients.

Industry Categories

Best New Entrant or Relaunch

An award aimed at anyone who has entered or re-launched with significant strategic changes in the performance marketing sector within the last 12 months.

Open to individuals, teams and companies who have hit the ground running and made an immediate impact with their activity, platform or business proposition.

Global Excellence

This award is open to any company that has operated or expanded its performance marketing activity into more than one global territory.

Judges will be looking for smart execution, expansion and overall success with both international and local activity from a publisher, advertiser, network, agency or technology solution.



Best-Managed Affiliate Programme

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

Rising Star Award

One extraordinary individual will be presented with our Rising Star Award.

This category is free to enter and we are keen to hear about the diverse and zealous individuals within performance marketing, who look set to take the industry by storm.

We want your nominations for employees who are aged 35 or under, joined a performance marketing-driven company within the last three years, and are destined for great things.

After submissions close on 20 November, the shortlist will be unveiled for you to vote for who you think should win.

Industry Ambassador

Over the past 10 years we have been recognising individuals new to performance marketing-driven companies, but it's now time to also celebrate those long-standing individuals who have helped to grow and shape the industry.

For our 10th anniversary, we will be rewarding one extraordinary individual with The Industry Ambassador Award.

This category is community sourced and we are keen to hear your nominations for extraordinary industry ambassadors.

After submissions close on 20 November, we will consult with our judges to choose a winner.

Industry Choice of Partner

The Industry Choice of Partner award allows companies from all demographics to nominate a leading partner within performance marketing who is integral to a campaign's success.

Will you nominate based on revenue, support, flexibility, transparency, education, relationships or a combination of these and more?

Four winners will be announced at Grosvenor House Hotel on 26 April 2016 and presented with one of the following awards:

- Industry Choice of Advertiser
- Industry Choice of Network
- Industry Choice of Publisher
- Industry Choice of Tech Solution

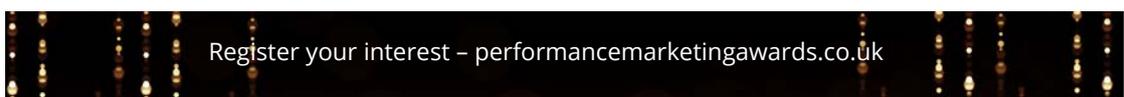
Agencies wishing to be recognised for their performance marketing work have the chance to enter the Best Agency category for 2016.



Grand Prix

Will you be best of the best? The Grand Prix award will be selected by judges after healthy debate and deliberation at the judging day.

The Grand Prix winner will, in the judge's opinion, be the star entry that encompasses the very best of performance marketing over the last year.





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