

AWARD JUDGING CRITERIA**Best Data Driven Campaign/Project**

This category is for a campaign and/or project which has used data in a distinctive and impactful way. Judges will be looking to see how this has defined a client's digital strategy or how it has been used to create a new user journey which delivers measurable return.

Planning & Design – 20 points

- What is the data methodology behind the campaign / service and what informed your approach?
- How did you design the campaign / service around client objectives?
- Was any data visualisation used or considered as part of the client experience?

Innovation – 20 points

- What is new or unique about your approach to data, analytics and insights for this campaign / service?
- Did you use any new technology (or existing technology in a new way) as part of the campaign / service?
- Did you help the client do something new or different with data in their organization / market?

Implementation – 20 points

- How did you execute against the plan for the campaign / service within the client's organization?
- How have you improved the client's access to and usability of meaningful insights and analytics?
- Did you make any iterative improvements and changes throughout the campaign / service because of the data and insights you were gathering while the project was live?

Impact, Usability & Performance – 20 Points

- How does the campaign / service help the client make real-time decisions with the data and insights?

- What is the client doing now with data, analytics and insights that they weren't able to do before?
- How has the client's ability to measure marketing performance vs investment improved?
- How has the user's journey been improved? Give examples of changes that have been made i.e. users journey, personalisation, consistent messaging

Results v Budget – 20 Points

- How is ROI defined and measured for this campaign / service?
- Has the campaign / service delivered an impressive ROI in terms of industry standards and/or client targets v budget?
- What positive impact has the campaign / service had on the client's organisation?
[qualitative and quantitative]