



The EMEA European Email & Data-Driven Marketing Awards 2018

The EDDM Awards honors email campaigns, newsletters and data-driven marketing activities that deliver relevant and compelling messages.

Will your team take home one of the awards?

Nominate your email campaigns, newsletters or data-driven marketing initiatives for a chance to win one of the coveted awards.

Celebrate at the awards ceremony in Lisbon on 19 April 2018



EDDM Awards 2018 - EMEA

The Email & Data-Driven Marketing Awards celebrates the best of email marketing and data-driven marketing in EMEA.

In this document, you will find all the information you need to enter your submissions along with a description of each award category.

Deadlines and Awards Night – 2018

12 nd February	Early bird ends - save 25%
28 th March	All submissions must be received by this date
29 th March to 8 th April	Judging takes place
9 th April	Finalists are notified
19 th April	Awards Night in Lisbon
20 th April	Future Email Marketing Conference in Lisbon

The Main Rules for entering

1. The work has been published or launched between 01/12/2016 and 20/02/2018.
2. At the point you complete your entry all materials submitted must be the final version. No replacement or additional materials can be accepted after an entry has been finalised.
3. Entries cannot be withdrawn after 12th February 2018.
4. Agencies submitting work on behalf of clients are expected to have permission to do so.
5. The submitted media or materials cannot contain any references to the agency involved in creating the work.
6. By entering, you give permission to Markedu to publish a case study of your work.

Who is eligible – demographics?

Any campaign or activity targeting an audience anywhere in Europe, the Middle East and Africa is eligible to participate.

For Email Marketing Personality of The Year only persons residing in Europe, the Middle East or Africa are eligible to be nominated.

For Best of Europe, only brands headquartered in a European country are eligible to compete in that category.

For Best of Africa, only brands headquartered in an African country are eligible to compete in that category.

For Best of Middle East, only brands headquartered in a country in the Middle East are eligible to compete in that category.

Language

Campaigns are eligible regardless of the language of communication used. Submissions, however, must be translated to English.

Award Trophies and Certificates

One trophy will be given to one winner and two runner-up's in each main category, in regional categories and in industry categories.

In free categories one trophy will be given to the winner and runner-up's will receive one framed certificate.

Additional trophies can be purchased for € 399 when shipped to Europe or the Middle East. For Africa, shipping costs are added.

Additional framed certificates can be purchased for € 229 including shipping costs.

Judging process

The judging process involves two steps. In the first round of judging, a maximum of 5 judges will score all submissions. The top 5 highest scoring submissions will be shortlisted to go on to the finals. At this point the nominating company will be notified.

Once the shortlist has been identified, the full judges panel will then score the finalists.

In this document, you will find all the information you need to enter your submissions along with a description of each award category.

Submitting campaigns and supporting elements

For nearly all categories, we require the following:

- PDF or JPG of all visual elements
- PDF showing automation flow or process, if relevant for that category
- Translations of graphics must be accompanied
- Html file for emails containing Gifs or animated / interactive content.
- Screenshots or excel sheets showing results from your reporting tool – for example from your Email Service Provider (ESP), Analytics Tool, Subject line Testing Tool, Conversion Optimization Tool, Eye tracking Tool
- Brief target audience description

For nearly all categories, judges will appreciate additional information such as:

- Level of personalization in the campaign or activity
- Background for this activity with emphasis on the problem you were aiming to solve

Contacts

If you have questions, contact us on eddm@markedu.com or on phone +45 27 28 29 53.

EDDM Awards Categories

MAIN CATEGORIES

Price per entry: € 199 excluding any applicable VAT

Early Bird price is €150 (Save 25%) valid until 12th February 2018. Additional discount of 15% on 3 entries or more.

Best Email Newsletter

We define a newsletter as an opt-in based regular email communication to a group of subscribers. To qualify for this category, your newsletters must be mainly value adding as opposed to mainly offer driven.

The jury will score and evaluate the Best Email Newsletter category based on the following criteria:

Purpose: What is the purpose of the email newsletter and how was this purpose aligned with the objectives of the brand?

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR) best performing newsletter.
- Click-through rate (CTR) or click-to-open rate (CTOR) as an average across 6 months.
- Unsubscribe rate as an average across 6 months.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance?

Execution: Design, creative concept, content, copy, ability to add value to the subscriber

Follow-through: Which actions were triggered based on the success of the newsletter?

Note: All B2B campaigns entering Best Email Newsletter will automatically be entered the best of B2B email marketing category at no cost.

- [Submit your work here: markedu.com/submit](https://markedu.com/submit) -

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MAIN CATEGORIES

Best Offer Driven Email Campaign

An offer driven email campaign has a clear purpose of either generating revenue directly, or leading the recipient towards a purchase decision.

The jury will score and evaluate the Best Offer Driven Email Campaign category based on the following criteria:

Purpose: What is the purpose of the campaign and how is this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR).
- Conversion to revenue.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance?

Execution: Design, creative concept, content, copy and clarity of offer and/or benefits communicated

Follow-through: Which actions were triggered based on the success of the campaign?

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MAIN CATEGORIES

Best Nurturing Activity

The jury will score and evaluate the Best Nurturing Activity category based on the following criteria:

Purpose: What is the purpose of the nurturing activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR) development from first email to last email in the series.
- Unsubscribe rate.
- Ability to convert to action.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Timing in-between each step, design, creative concept, content and copy

Follow-through: Which actions were triggered based on the success of the nurturing activity?

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MAIN CATEGORIES

Best Use of Data-Driven Marketing

The jury will score and evaluate the Best use of Data-Driven Marketing category based on the following criteria:

Purpose: What is the purpose of the activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Problem: Which problem did you intend to solve?

Insight: Which insight informed the decision to execute this activity.

Data: Explain which data was used to enable this activity.

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR).
- Ability to convert to action.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Design, creative concept, content, copy and personalization elements

Follow-through: Which actions were triggered based on the success of the activity?

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MAIN CATEGORIES

Best Use of Email in Loyalty or Membership Campaigns

The jury will score and evaluate the Best use of Email in Loyalty/Membership Campaigns category based on the following criteria:

Purpose: What is the purpose of the activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Retention strategy: How is email marketing used to retain customers/members?

Growth strategy: How is email marketing used to grow member revenue?

Data & Insight: How is data and insight used to decide content, offers and frequency?

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open-rate (CTOR).
- Ability to convert to action.
- Unsubscribe rate.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Design, creative concept, content and copy

Follow-through: Which actions were triggered based on the success of the activity?

Note: Retailers, e-commerce businesses and travel/hospitality entering this category, can enter the appropriate Vertical Categories at a special price of € 99.

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MAIN CATEGORIES

Best Use of Interactive Content

Interactive content includes any type of activity that forces the recipient to engage with interactive content.

The jury will score and evaluate the Best use of Interactive Content category based on the following criteria:

Purpose: What is the purpose of the activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Data & Insight: How is data and insight used to decide content, offers and frequency?

Interactive Content tactic used: Which type of interactive content was used, and why?

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR).
- Ability to convert to action.
- Unsubscribe rate.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Design, interactive concept and copy

Follow-through: Which actions were triggered based on the success of the activity?

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MAIN CATEGORIES

Best Use of Marketing Automation

Marketing automation is any type of automated activity using email, text, automated calls, direct mail or any other type of delivery mechanism.

The activity can be triggered based on behaviour, non-behaviour or a reaction to an action taken by a recipient

The jury will score and evaluate the Best use of Marketing Automation based on the following criteria:

Purpose: What was the purpose of the activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Data & Insight: How was data and insight used to decide automation flow, content and/or offers and frequency?

Marketing Automation Strategy: Describe the strategy and outline all the components

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR).
- Ability to convert to action.
- Unsubscribe rate.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Design, interactive concept and copy

Follow-through: Which actions were triggered based on the success of the activity?

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MAIN CATEGORIES

Best Use of Data Intelligence in an Email Campaign

For this category we define data intelligence as any method leading to a discovery, which the brand in turns react to in a smart way.

The jury will score and evaluate the Best use of Data Intelligence in an Email Campaign based on the following criteria:

Purpose: What was the purpose of the activity and how was this purpose aligned with the objectives of the brand or the campaign, if part of an integrated effort?

Discovery: What was discovered in your data and how did these discoveries lead to the decision to execute this activity

Data & Insight: How was data and insight used to decide the activity - including automation flow, content and/or offers and frequency, if relevant

Email Marketing Metrics:

- Click-through rate (CTR) or click-to-open rate (CTOR).
- Ability to convert to action.

Audience & Relevance: Which decisions were executed in order to ensure a high level of audience relevance? Which insights were used?

Execution: Data management, mapping insight with messaging/communication, copy & design

Follow-through: Which actions were triggered based on the success of the activity?

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EDDM Awards Categories

REGIONAL CATEGORIES

If you wish to compete in any of the regional categories, you must submit your work to at least one of the main categories.

Price per entry differs depending on the region.

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Price per entry differs depending on the region.

GOLD WINNER: Best of EMEA Email Marketing - Free

Amongst all the main category, regional and vertical winners one winner will be awarded the Gold Winner – Best of EMEA Email Marketing. Any paid submission will automatically be entered to compete for the most coveted of all awards.

Best of Europe - € 99

Any brand residing in Europe is eligible to enter. For the purpose of EDDM Awards, work from the following countries can compete for Best of Europe:

Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kazakhstan, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia (FYROM), Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom, Vatican City.

Best of Africa - €49

Any brand residing on the African continent is eligible to enter. Egypt competes in the Middle East region.

Best of Middle East - €99

Any brand residing in the Middle East is eligible to enter.

Countries included are: Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen.

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EDDM Awards Categories

VERTICAL CATEGORIES

If you wish to compete in any of the vertical categories, you must submit your work to at least one of the main (paid) categories.

Best of Retail Email Marketing – € 79 with at least one submission in the main categories

Awarding the best email marketing activities from the retail sector, any retailer targeting an audience in Europe, Africa and/or the Middle East is eligible to join.

Best of E-commerce Email Marketing – € 79 with at least one submission in the main categories

Awarding the best email marketing activities from the ecommerce sector. Any e-commerce shop targeting an audience in Europe, Africa and/or the Middle East is eligible to join.

Best of B2B Email Marketing – add to main submission € 79

Awarding the best email marketing activities targeting a B2B audience in Europe, Africa and/or the Middle East is eligible to join.

Best of Travel Email Marketing – add to main submission € 79

Awarding the best email marketing activities from the travel and hospitality industries.

Any travel brand targeting any type of audience in Europe, Africa and/or the Middle East is eligible to join.

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EDDM Awards Categories

FREE WITH MINIMUM ONE ENTRY IN MAIN CATEGORIES

These 3 categories are free to enter as long as you have also submitted at least one entry in one of the main (paid) categories

Best Crafted Subject Line

This category is all about how to get the subject line right. The judges will evaluate the work based on these 3 questions:

1. Describe the process you used to craft the subject line
2. If you used A/B split testing or any other type of testing in order to arrive at the best subject line, please describe the results
3. Explain how this subject line performed and why you consider this to be an outstanding achievement

Best use of Creativity in an Email Campaign

This category will reward email marketers who used extraordinary creativity in an email marketing campaign. The judges will evaluate the work based on these 3 questions:

1. What triggered the need to do something different?
2. Why did you arrive at this particular creative concept?
3. How did the campaign perform?

Best use of A/B or Multivariate Testing

Testing is a crucial part of becoming successful in email marketing. This category will reward activities or campaigns that can prove how the use of testing produced significantly better results.

The judges will evaluate the work based on these 3 questions:

1. Explain the testing process. Show the control and the variations used to outperform the control.
2. Show the test results
3. Explain which conclusions you made based on the test results, and how that affected your decisions moving forward.

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EDDM Awards Categories

FREE CATEGORIES – ANYONE CAN SUBMIT AT NO COST

Email Personality of the Year

Any email marketer or data-driven marketer active in EMEA is eligible to win this award.

Nomination for this award is done by answering these 3 questions:

1. How has this person contributed to the industry in the past 24 months?
2. How has this person influenced others to do better email marketing and/or data-driven marketing?
3. Specifically, what has this person done to deserve to win the Email Personality of the Year Award?

Special rules: Please note that the winner will be notified on March 13th and the winner must be able to be physically present in Lisbon during the Awards Night. If the winner is not able to be present, he or she may send a stand-in. If the winner is not able or willing to do so, the award will be offered to the second choice.

Best Subscriber Acquisition Program

The subscriber acquisition program category rewards work that has done exceptionally well in terms of attracting subscribers to any type of email opt-in.

The judges will evaluate the work based on these three questions:

1. Explain your initiative aimed at acquiring new subscribers.
2. Tell us about the communication channels used. Show us the landing page/sign-up page and any other relevant materials or mechanics.
3. Tell us about the results achieved including metrics such as Cost Per New Subscriber, Conversion Rates and Retention Rate of New Subscribers

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FREE CATEGORIES – ANYONE CAN SUBMIT AT NO COST

Best Welcome or Onboarding Program

A welcome program or onboarding program is an important component of successful email marketing. This category will reward the best onboarding program for any type of activity including a welcome program for new subscribers, onboarding program for new customers.

The judges will evaluate the work based on these three questions:

1. What was the purpose of your welcome- or onboarding program?
2. Describe the process including all steps and activities in the program.
3. Tell us about your results and why your effort deserves to win the award

Best use of Video in an Email Campaign

Video in email marketing and email newsletters is slowly taking off. This category rewards the best use of video in an email campaign.

The judges will evaluate the work based on these three questions:

1. Why did you chose to use video in your email campaign
2. How did video help achieve your objective?
3. Tell us about your results with emphasis on conversion to action

Best integration of Social Media in an Email Campaign

Integrated email campaigns leveraging the power of social media share is the cornerstone of this award category.

The judges will evaluate the work based on these three questions:

- What was the desired outcome of your email campaign in relation to social media?
- How did you emphasize social sharing in the campaign?
- Tell us about the results with emphasis on:
 - Conversion to share in percentage of opened emails
 - Amplification: reach and conversion derived from the total number of shares

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