

Best Conversion Strategy

This category recognises a campaign or strategy that was implemented in order to improve performance against a set of established KPIs. Entrants should demonstrate how their conversion strategy drove an uplift in the campaign KPIs over time and/or demonstrated innovative optimisation tactics.

Who should enter?

Any company or agency whose work shows a strategic initiative and an impact on technology used in the industry, as well as successful overall execution and proven results in the market.

What types of projects should be submitted?

Judges will be reviewing the overall quality of the strategy including: understanding of the business objectives; the predetermined act; conversion funnels/platform/channels; how the strategy was measured; how agile was the approach; how you implemented change based on the data insights; the overall execution, and; did it achieve the conversion goals?

Criteria:

- Strategy (Optimization tactics, Business objectives, planning, execution, budget) 25%
- Innovation (creativity, technologies deployed) 25 %
- Results (KPI's Awareness, Sales, Content ,visitors, leads etc) 50%