

Best Data & Analytics

The Best Data & Analytics Award acknowledges organisations that have championed data and analytics in the service of their customers. They are consistently following best practice using the latest technologies which in turn lead to new innovation within their sector. The Award recognises those individuals and teams that use data and analytics to better accomplish the mission of their organisation or client.

Who should enter?

This category is open to any company, agency or organisation which has shown best use of data and analytics within their campaign.

Criteria:

- Strategy (objectives, planning, execution, budget) 30%
- Innovation (creativity, technologies deployed) 30%
- Results (quantitative and qualitative) 40%