

Best Use of Big Data

This category recognises the use of big data in driving customer engagement, retention and loyalty and demonstrates how the campaign / strategy uses metrics, segmentation or targeting to improve the end users experience with a brand, product or service. The judges are looking for a company that has used big data to enhance its marketing optimization and performance of its brand.

Overview

- Campaign objectives
- Business need being fulfilled
- Background to the campaign

Strategy

- Total Budget
- Definition of campaign success / end goal of campaign
- Planning
- Execution
- Channels selection

Design

- Creativity
- Accessibility
- Best-practice interactive design.
- User Experience
- Innovation

Results

- Performance results against objectives and strategy
- Reach, Audience and Engagement
- Success and contribution to client / company business performance