ELEVATION AWARDS
FROM B2B MARKETING

# Guidelines for Submission

DEADLINE: MARCH 6 2026

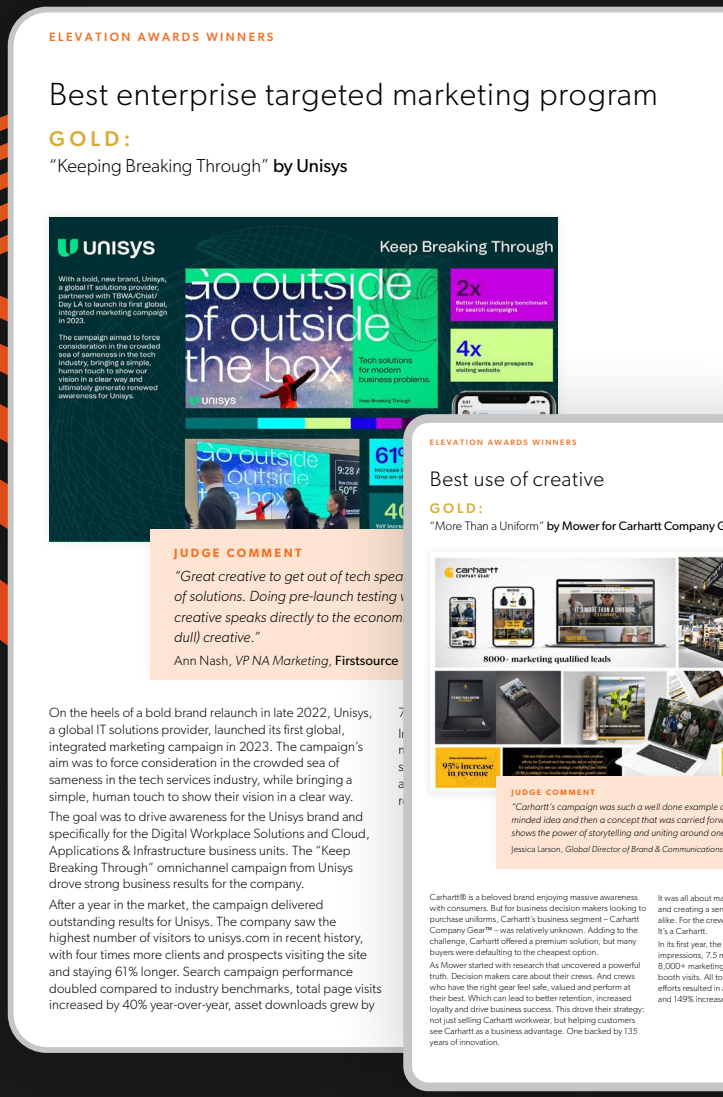
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# An introduction to the Elevation Awards

The Elevation Awards recognize, celebrate and promote the very best B2B marketing in the US. They spotlight commercial leaders who are driving significant growth for their organizations, setting new benchmarks, and pushing creative boundaries.

The awards are open to both marketing agencies and in-house marketing teams, offering them the opportunity to highlight how their B2B marketing initiatives have produced exceptional results over the past year.

This guide provides detailed, step-by-step instructions for submitting your entry.




## Why enter?

### 1 Boost your profile and gain new business

Shortlisted entries and winners will receive extensive exposure to our growing audience of 500k+ B2B marketers across the globe. Winners will be featured in the Elevation Awards 2026 Winners Report, scheduled for release in June 2026, showcasing expertise to a vast network of potential clients.

### 2 Benchmark against your competitors

With 150+ entries from 50+ companies expected this year, being part of the Elevation Awards is your chance to benchmark your performance against that of your competitors, proving that you're a trailblazer in your field.

### 3 Celebrate your team

After another challenging year, celebrating your achievements is a fantastic way to reward your team, and ensure they get the recognition they deserve both internally and externally!

### 4 Learn and develop

Companies may request some judges' feedback for a shortlisted entry once the Winners Report has been released, helping identify areas to refine and elevate future campaigns.

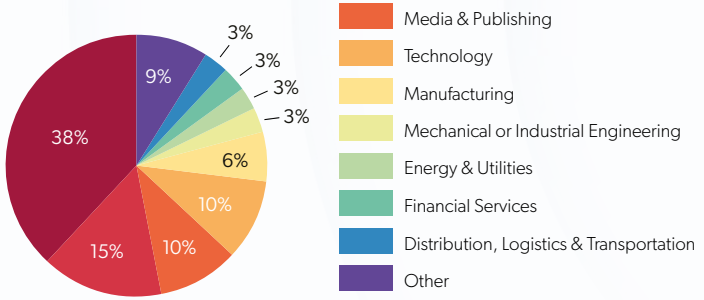
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# Elevation Awards Winners Report

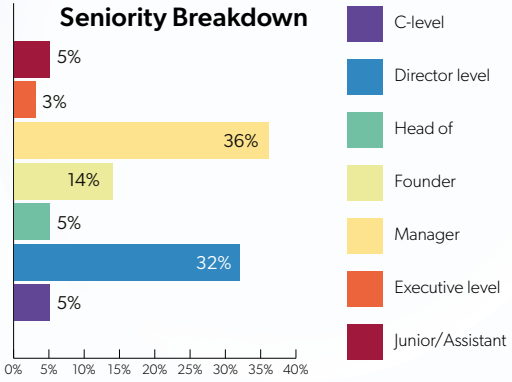
The winners of the Elevation Awards 2026 will be revealed in a digital report published by B2B Marketing and Propolis in June 2026. This report will serve as a vital resource for client-side marketers, showcasing the agencies and B2B organizations that are setting new benchmarks in campaign creativity, innovation, and excellence.

## Who downloads the Report?

### Industry Breakdown




### Seniority Breakdown




## A breakdown of our B2B Network




## Which aspects of the programs entered will be covered in the Report?

The Gold, Silver and Bronze winners of each category will have their 200-word program synopsis listed. For Gold winners, we will include judges' comments, campaign creative, and key program metrics where applicable. Plus, there will be a full case study on the Gold winner of 'Marketer of the Year'.

Each Gold winning entry will also be made into a case study available exclusively to the 1000+ members of our B2B marketing community Propolis. Gold winners will then have the opportunity to enhance promotion of their win through a dedicated case study, shared with our global audience of 120k+ marketing professionals.

## How and where will the Report be promoted?

The Report will be hosted on the Elevation Awards website and on the B2B Marketing website as free downloadable content, giving the winners continued, year round exposure to a global audience of B2B marketing leaders.

- The Report will be promoted for 4+ months across our social media channels and to our subscriber base, reaching a combined audience of 1 million+.
- Alongside the Report, we will release two dedicated episodes of The B2B Marketing Podcast, featuring analysis of the winning campaigns.
- All Propolis members will receive a copy of the Report, along with a detailed review of all the winning campaigns, giving the winners additional exposure to a premium group of client-side marketing decision-makers.

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# Entry guide at a glance

1



## Download your pack

Read the guidelines pack to get to grips with how entering works.

2



## Choose your categories

Decide which categories you will enter, using the guidelines to help you.

3



## Prepare your entry

Complete your entry using the online entry portal. You can save each entry and resume as needed.

4




## Submit and pay online

Submit and pay for your entries by the deadline of March 6, 2026.

5



## Good luck!

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# The entry process: What you need to know

## Key dates

- Early bird deadline: **February 13, 2026**
- Standard deadline: **March 6, 2026**
- Shortlist released: **May 2026**
- Winner report release: **June 2026**

## 2.1 Entry fees

- Early bird fee: **$335**
  (for entries submitted on or before February 13)
- Standard fee: **$445**
  (for entries submitted on or before March 6)
- Late fee: **$485**
  (for entries submitted after the March 6 deadline)

If you encounter issues that may result in a late submission or have any queries please email events@b2bmarketing.net

## Payment

Payment for all submissions will be made on completion of the submission process. Payments need to be cleared by the entry deadlines in order for entries to be considered. Failure to do so will mean your entries will not be considered by the judging panel. Payment can be made online by credit card or via invoice.

## 2.2 Create your account on our submission platform

Already have an OpenWater account? You can also sign in via the link above. If you experience any issues, contact events@b2bmarketing.net.

## 2.3 Qualifying period

The 24 months qualifying period for campaigns entered into the Elevation Awards 2026 is January 1, 2024 to January 1, 2026. At least one aspect of an initiative must have taken place within this time frame for it to be eligible.

Submissions must specify metrics and success criteria at each stage of the campaign - particularly in campaigns for products or services with long sales cycles, where revenue or even pipeline figures are not available at the point of compiling your entry.

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# How to compile your entries

**This section includes comprehensive information on how to compile your entries.**

## Points to consider before you start:

- Make a note of the final deadline. We need your entries by March 6, 2026.
- Decide which category or categories are right for you. There's a full list and description on pages 8-17.

## 3.1 Use our online submission portal

The online platform guides you in completing your entries with its in-built templates. You can save your work and return to it, allowing you to manage all of your submissions online in one place. You can then submit when ready to do so.

## 3.2 Applicant information page

The first section of the submission form asks for basic information about the entry, the category it's being entered into, and the company making the submission. These questions will vary from category to category, by necessity.

## 3.3 Summary

The second section of the entry form asks for a 200 word summary, covering the entry's main points and explaining why it should win in this category. This 200 word summary does not count toward the 2000 word count allocated to the main submission copy (see 3.4).

## The main body of your submission

## 3.4 Structure

The body of each written submission must be no more than 2000 words in length when complete and must be separate from the 200 word summary. Pictures, captions and headlines need not form part of the overall word count. Supplementary material that explains some of the more complex elements of the campaign may be included as an appendix, but this should be used sparingly. Wherever possible, applicants should ensure that all relevant information is included in the main submissions section and within the 2000 word allocation.

## 3.5 Style

It's recommended that you use straightforward, simple and to-the-point language for your entry, rather than relying too much on creative copywriting.

## 3.6 Attachments and supporting material

Judges always respond well to imagery, so it's recommended (but not essential) that submissions include at least some pictures, charts, graphics, etc, wherever relevant. You can submit up to 10 attachments in your submission. You can do this on the Appendices section of the online submission portal. Caption all of your images and reference them to your main text to make it easy for the judges to see what goes together.

## URL links and video support material

You can add URLs to websites and videos that support your submission. Videos should be no more than five minutes in length. Please note any passwords or access requirements in the box provided. Please note that you must compile all your supporting materials into one document and upload this as well as submitting them individually.

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## Presentation board

As part of your submission, please create a presentation board showing off the main points and images of your entry. Examples of these can be seen below.

Presentation board templates can be found on the awards website here.

## 3.7 Confidentiality

We'll proudly spotlight your achievements by publishing detailed case studies of award-winning entries. This not only celebrates your hard work but also provides valuable insights into what's driving innovation in B2B marketing.

However, we understand that winning an award may require sharing sensitive information you'd prefer to keep private. Concerned about disclosing your budget or ROI? Simply mark this data as confidential. Follow these steps to ensure your submission is properly flagged for confidentiality:

1. Please check yes in the box "Do you wish to keep any of the above sections confidential?" at the bottom of the 'Main submission' section.
2. Then list the sections you wish to keep confidential in the box.
3. Email a public facing copy of your submission that omits the confidential parts. Please email this to events@b2bmarketing.net

Please note: Anything that is not marked in this way will be published. We cannot omit the full case study from publication and will still need to demonstrate the results. If this cannot be expressed in terms of revenue figures, please include percentage increases and strong, relevant engagement results.



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# Categories, Guidelines and Metrics

Here is the complete list of categories, along with their descriptions and relevant metrics, for the Elevation Awards 2026. If you're submitting entries for multiple categories, make sure you customize each entry to align with the specific category criteria.

| CATEGORY NAME | SUBMISSION GUIDELINES | METRICS |
|---|---|---|
| **Group A:** Campaign Mechanics | | |
| **Category 1:** Best Omnichannel or Multichannel Campaign | This category celebrates integrated programs that deliver a connected customer experience across multiple channels. Entries should show how channels worked together to drive engagement, influence buying decisions, or accelerate pipeline.<br>Submissions should include:<br>• Overall objective(s) and target audience<br>• Full channel mix (for example, email, paid media, social, events, web, sales outreach) and the role of each channel<br>• How data and insight were used to design and optimize the journey<br>• How messaging and creative were adapted across touchpoints while staying consistent<br>• Timeline, scale, and budgets as context for results<br>• Evidence of alignment with sales, customer success, or other teams | Success in this category must be demonstrated across individual channels and the overall campaign, showing how they worked together to enhance engagement and maximize impact.<br>Metrics may include:<br>• Clear, measurable objectives at the outset<br>• Lift in engagement, conversion rates, pipeline velocity, or deal size<br>• Evidence of buyers progressing through multiple touchpoints, not just single-channel wins<br>• Attribution that shows how channels worked together to drive outcomes<br>• ROI or contribution to revenue, pipeline, or customer lifetime value |
| **Category 2:** Best Use of Live Events | This category recognizes the effective use of live events as a distinct channel within a B2B go-to-market approach.<br>Eligible entries may include virtual events, in-person conferences, field events, customer advisory boards, or hybrid experiences.<br>Entries should explain:<br>• The specific role the event played within the wider marketing or GTM mix<br>• The target audience and approach to recruitment, including registration and attendance strategy<br>• The event format and experience design, including content, interactivity, and networking<br>• How the event connected with other channels before and after delivery<br>• How leads, accounts, or relationships generated through the event were progressed<br>Entries should focus on the strategy, execution, and performance of the live event itself, rather than the overall go-to-market strategy. | Success should be demonstrated through audience engagement and measurable outcomes directly attributable to the event.<br>Metrics may include:<br>• Audience Quality and Attendance: Registration-to-attendance rates, seniority, or account fit<br>• Engagement: Session participation, meetings booked, Q&A, or content interaction<br>• Pipeline and Commercial Impact: Event-influenced pipeline, deal acceleration, retention, or expansion<br>• Feedback and Experience: NPS, survey results, or qualitative feedback<br>• Return on Investment: Clear connection between event investment and outcomes<br>Strong entries will demonstrate how live events delivered meaningful engagement and measurable value as a focused, high-impact channel. |

## Category 3: Best Use of Creative

This category rewards original, impactful creative that makes B2B marketing impossible to ignore. It is about the strength of the creative idea and how it was brought to life, regardless of channel or format.

Submissions should clearly outline:

- The core creative concept and the insight that informed it
- Visual examples (key visuals, video, display, OOH, social, etc.)
- How creative adapted across channels or audience segments while staying coherent
- How creative solved the business or marketing challenge
- Any testing, iteration, or optimization process
- The creative development process undertaken by the agency or in-house team.

Judges will be looking for originality, strategic alignment, and executional excellence, demonstrating how creativity enhanced engagement and delivered measurable results.

Success in this category must be demonstrated through measurable impact on commercial objectives, whether focused on brand, demand generation or both.

Metrics may include:

- Evidence that the creative cut through (engagement rates, share of voice, recall, sentiment)
- Impact on campaign performance (CTR, conversion, lead quality, pipeline influence)
- Contribution to brand perception, distinctiveness, or preference
- Proof that creative excellence supported commercial outcomes, not just aesthetics

Winning entries will showcase how creativity directly influenced audience engagement, brand perception and measurable business success.

## Category 4: Best Use of Content

This category recognizes outstanding use of content within a B2B marketing campaign, whether as the central focus or as part of a broader strategy.

Formats can include reports, videos, podcasts, webinars, newsletters, content hubs, or other digital and print assets.

Submissions should clearly outline:

- Content strategy, audience definition, and key insight(s)
- Content formats and how they connected across the journey
- Distribution and promotion strategy (owned, earned, paid, partner, sales enablement)
- How content was repurposed, localized, or personalized
- Evidence of collaboration with sales or subject matter experts

Judges will be looking for well-executed content strategies that demonstrate creativity, audience alignment and measurable impact on marketing and business outcomes.

Success in this category must be demonstrated through the effectiveness of content in driving brand awareness, engagement, lead generation and sales enablement

Metrics may include:

- Impact on brand metrics (users, page views and unique page views)
- Content performance (views, dwell time, completion rate, engagement, shares)
- Influence on lead generation, deal progression, or opportunity value
- Clear connection between content and commercial outcomes (pipeline or revenue)

Winning entries will showcase how content was strategically developed and distributed to engage audiences, generate demand and support commercial success.

## Category 5: Best Use of Media

This category recognizes smart, effective use of paid, third-party media by an agency or in-house marketing team to drive brand awareness, demand generation or lead acquisition.

It is particularly suited to brands implementing a performance marketing strategy, using media channels dynamically to optimize response. Entries can include any media channel (online or offline).

Submissions should clearly outline:

- Objectives, audience, and targeting strategy
- Channels used (for example, search, paid social, programmatic, print, audio, OOH, sponsorship) and why
- How creative and messaging were tailored to channels and audiences
- Measurement framework (attribution approach, KPIs, optimization cycle)
- Any innovative use of formats, partnerships, or data

Judges will be looking for well-executed content strategies that demonstrate creativity, audience alignment and measurable impact on marketing and business outcomes.

Success in this category must be demonstrated through the effectiveness of content in driving brand awareness, engagement, lead generation and sales enablement.

Metrics may include:

- Impact on brand metrics (users, page views and unique page views)
- Content performance (views, dwell time, completion rate, engagement, shares)
- Influence on lead generation, deal progression, or opportunity value
- Clear connection between content and commercial outcomes (pipeline or revenue)

Winning entries will showcase how content was strategically developed and distributed to engage audiences, generate demand and support commercial success.

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## Category 6: Best Use of Influencer or Advocacy Marketing

This category celebrates the use of influencers and advocacy to build communities, spark conversation, or drive measurable business impact.

Submissions should clearly outline:

- Objectives and primary platforms used
- Content strategy, tone of voice, and creative approach
- Role of influencers, creators, or employee advocates (where relevant)
- Community-building or engagement strategies
- Integration with other channels and sales or partner teams

Judges will be looking for creative, strategic and results-driven use of social media or influencer partnerships that effectively engaged the target audience and delivered tangible outcomes.

Success in this category must be demonstrated through audience growth, engagement, brand impact and measurable business outcomes.

Metrics may include:

- Engagement quality (comments, saves, shares, click-through, interaction rates), not just follower counts
- Community growth, sentiment, and share of voice in relevant conversations
- Lead, opportunity, or revenue contribution where measurable

Winning entries will demonstrate a well-executed, high-impact social media strategy that drives engagement, strengthens brand presence and delivers tangible business results.

## Category 7: Best AI-Powered Marketing Transformation

This category recognizes the transformative use of B2B marketing through AI, i.e. where AI-powered tools or approaches delivered meaningful improvements in effectiveness, efficiency, or impact.

Entries may focus on customer-facing programs or internal marketing transformation, including improvements to workflows, operations, insight generation, or creative execution.

Entries should explain:

- The business problem or opportunity AI was applied to address
- The type of AI used and why it was appropriate to the challenge
- How AI outputs were governed, tested, and integrated into marketing or sales workflows
- The role of human oversight, including safeguards around bias, transparency, and compliance
- How AI improved outcomes, such as speed, personalization, decision-making, or productivity
- Any challenges encountered during adoption and how they were addressed

Entries should demonstrate purposeful application of AI that delivered real value, not experimentation alone.

Success should be demonstrated through the impact of AI on marketing performance, operational efficiency, or business outcomes.

Metrics may include:

- Performance Improvement: Before-and-after gains in speed, accuracy, scale, conversion, or customer experience
- Efficiency and Productivity: Time saved, cost reduction, or workflow optimization enabled by AI
- Marketing or Commercial Impact: Contribution to pipeline, revenue, engagement, or decision quality
- Adoption and Scalability: Evidence of internal uptake, integration into workflows, or ability to scale

Strong entries will clearly show how AI moved beyond experimentation to deliver measurable, scalable, and responsible impact across marketing activity or operations.

**Category 8:** Best Digital Buyer Journey or Experience

This category recognizes exceptional use of digital buyer journeys or experiences to drive marketing success either as a standalone initiative or integrated with other online or offline channels.

This category recognizes standout digital experiences that make it easier and more compelling for customers to learn, evaluate, and buy.

Examples include websites, portals, onboarding flows, tools, apps, or digital service experiences, or other innovations. Campaign objectives could include new customer acquisition, retention or growth or a combination of these.

Submissions should clearly outline:

- How the digital experience was designed to engage and add value to the audience.
- Objective of the experience and target audience
- UX and design principles, including accessibility and mobile considerations
- How content, personalization, and interactivity were built into the experience
- Technology stack and integration with broader systems (CRM, MAP, product, etc.)

Judges will be looking for innovative and user-centric digital experiences that enhance engagement, drive meaningful interactions and deliver measurable business outcomes.

Success in this category must be demonstrated through the quality of the user experience, engagement levels and impact on business objectives.

Metrics may include:

- Engagement and behavior metrics (time on site, path progression, task completion)
- Conversion improvements (sign-ups, demo requests, trials, usage, renewals)
- Reduction in friction points (support calls, drop-offs, complaints)
- Customer retention & growth rate – Evaluating long-term user retention and expansion.
- Customer Satisfaction (CSAT) & Customer Effort Score (CES) – Measuring user satisfaction and ease of interaction

Winning entries will demonstrate an engaging and results-driven digital experience that enhances user satisfaction and delivers measurable business impact.

## **Group B:** Brand Marketing Campaigns

**Category 9:** Best Use of Thought Leadership

This category recognizes thought leadership that genuinely advances the conversation, not just re-packages opinion. It should position the brand as an authority and create commercial opportunity.

Submissions should clearly outline:

- The central theme or question your thought leadership tackled
- Research approach (quant, qual, expert interviews, proprietary data, customer insight)
- Content formats and distribution plan (reports, events, media, sales enablement, etc.)
- How you ensured credibility, originality, and relevance to your audience
- If the program extended into demand generation, ABM or sales enablement, this should be highlighted along with any specific results linked to these activities

Judges will be looking for well-researched, strategically executed thought leadership that delivers measurable impact, enhances brand credibility and drives meaningful engagement.

Success in this category must be demonstrated through the effectiveness of thought leadership in building brand authority, engaging audiences and driving measurable business impact.

Metrics may include:

- Indicators of authority (citations, media coverage, speaking invitations, backlinks)
- Engagement with key accounts or segments
- Impact on pipeline, deal progression, or opportunity quality
- Evidence that thought leadership influenced strategy or conversations with customers

Winning entries will demonstrate how thought leadership was strategically developed and executed to enhance credibility, engage key audiences and drive tangible business results.

## Category 10: Best Brand Initiative

This category covers brand-building initiatives, including new positioning, visual identity, architecture, or major brand platforms that have strengthened market position.

Entries should explain:

- The rationale behind the campaign brand challenge or opportunity and the insight behind the new direction
- How you embedded the brand inside the business (training, playbooks, tools)
- Rollout strategy across channels, markets, and internal teams
- A breakdown of budget allocation, demonstrating efficiency and smart resource utilization

Judges will be looking for innovative, high-impact brand initiatives that showcase strategic thinking, demonstrating how investment in branding can drive tangible results.

Success in this category must be demonstrated through the brand value and visibility delivered by the campaign, alongside audience engagement and commercial opportunities generated as a consequence.

Metrics may include:

- Movement in brand health metrics (awareness, preference, consideration, distinctiveness)
- Impact on commercial metrics (pipeline, pricing power, win rates, time to close)
- Evidence of internal adoption and behavior change
- Creative quality, consistency, and distinctiveness in-market

Winning entries will showcase a well-executed, creative and strategically driven brand initiative that delivered strong visibility, engagement and business impact.

# Group C: Growth Marketing Campaigns

## Category 11: Best Demand or Lead Generation Program

This category recognizes a B2B demand or lead generation program that successfully attracted, engaged, and converted high-quality prospects into sales opportunities.

Entries should explain:

- Program objectives, target audience, and buying context
- The core strategy and structure, including offers, nurture flows, scoring, and sales handoff
- Channel mix and creative approach
- How the program was optimized over time through testing and refinement
- How success was defined and measured, including impact on pipeline or revenue where possible

Judges will be looking for innovative, high-impact brand initiatives that showcase strategic thinking, demonstrating how investment in branding can drive tangible results.

Success should be demonstrated through effective engagement, lead progression, and contribution to business outcomes.

Metrics may include:

- Engagement: Website visits, content interaction, email or media performance from target audiences
- Lead Quality and Progression: Conversion from lead to MQL, SQL, or qualified opportunity
- Pipeline Creation: Opportunities generated and pipeline value attributed to the program
- New Account Acquisition: Net-new accounts acquired as a result of the program
- Revenue Impact: Revenue influenced or attributed to leads generated

Strong entries will demonstrate a clear link between strategy, execution, and outcomes, showing how the program generated demand and drove measurable business growth.

## Category 12: Best ABM or BGM Program

This category recognizes outstanding Account-Based Marketing (ABM) or Buyer Group Marketing (BGM) programs, including 1:1, 1:few, and 1:many approaches, that delivered deeper engagement, stronger relationships, and measurable commercial impact with defined accounts or buying groups.

Entries should explain:

- The target accounts or buying groups and the insight used to shape strategy, messaging, content, and experience design
- How objectives were defined based on acquisition, growth, or retention goals
- The role of sales alignment and collaboration throughout planning and execution
- The technology, platforms, or data capabilities used to enable and scale the program
- The tactics used across channels and stakeholders within the buying group

Entries should demonstrate a strategic, insight-led approach tailored to the specific ABM or BGM model deployed

Success should be demonstrated through measurable impact aligned to the program's objectives and the ABM or BGM approach used.

Metrics may include:

- Account Growth or Acquisition: Revenue expansion, new account wins, pipeline contribution, or deal velocity within target accounts or buying groups
- Account and Buying Group Engagement: Depth and breadth of engagement across stakeholders, including MQA volume and quality
- Sales Alignment and Effectiveness: Progression from MQA to opportunity, conversion rates, and influence on deal outcomes
- Retention, Loyalty, or Expansion: Renewal rates, churn reduction, upsell or cross-sell performance, where applicable
- Multi-Channel Performance: Effectiveness of coordinated activity across digital and offline channels at an account level

Strong entries will clearly link insight, execution, and outcomes, showing how the ABM or BGM program delivered meaningful engagement and measurable commercial impact.

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FROM B2B MARKETING

## Category 13: Best Sales Enablement Initiative

This category recognizes initiatives designed to equip sales teams with the information, tools and content they need to sell more effectively throughout the buyer journey.

Submissions must outline:

- The specific sales challenge the initiative was designed to address.
- How the enablement activities developed tackled this challenge.
- Metrics demonstrating impact on sales performance.
- The extent to which sales teams were engaged and utilised the resources provided.

Judges will be looking for initiatives that directly enhance sales effectiveness, drive commercial success and foster collaboration between marketing and sales.

Success in this category must be demonstrated through measurable improvements in sales effectiveness, productivity and commercial impact.

Metrics should align with the initiative's objectives and reflect its influence on sales performance

Key metrics should align with objectives and may include:

- Performance Metrics:
- Win Rate & Closing Ratio – Percentage of opportunities converted into closed deals.
- Quota Attainment – Percentage of sales reps meeting or exceeding their targets.
- Revenue Impact – Total revenue generated or influenced by the initiative.

Proficiency Metrics:

- Sales Adoption & Content Utilization – Percentage of sales teams actively using the enablement materials.
- Time to First Deal – Reduction in ramp-up time for new sales reps.
- Productivity Metrics
- Sales Cycle Length – Acceleration in deal closure timelines.
- Meetings Required per Deal – Reduction in the number of touchpoints needed to close deals.

Winning entries will showcase a strategically designed sales enablement initiative that improved seller performance, enhanced productivity and contributed to measurable commercial success.

## Category 14: Most Commercially Successful Program (Enterprise)

This category recognizes campaigns that have delivered outstanding financial results, demonstrating clear commercial impact and return on investment (ROI).

While ROI and revenue impact are the key judging criteria, submissions should also highlight strategic execution, innovation and measurable business outcome

Entries should explain:

- The commercial objectives of the campaign and the challenges it aimed to address.
- A breakdown of budget allocation and how investment was optimized for maximum financial return.
- Key performance metrics, including revenue generated, pipeline impact and conversion rates.
- Attribution data linking marketing activity directly to commercial success.
- Client or internal stakeholder testimonials reinforcing the business impact.

If data/budget is confidential, please indicate this clearly in the submission.

Judges will be looking for campaigns that not only demonstrate exceptional ROI but also showcase smart strategic decisions, efficient budget management and a direct contribution to business growth.

Success in this category must be demonstrated through clear commercial impact, revenue generation and ROI, with a focus on actual revenue over potential value.

Key metrics should align with objectives and may include:

- Revenue & ROI – Total revenue attributed to the campaign, return on investment (ROI) and cost per acquisition (CAC).
- Pipeline & Conversion Impact – Pipeline value created, lead-to-sale conversion rates and marketing's contribution to closed deals.
- Market & Customer Growth – New customer acquisition, market share gain and customer lifetime value (LTV).
- Retention & Upsell Revenue – Renewals, expansion revenue and cross-sell impact.
- Brand Contribution to Commercial Success – Demonstration of how brand awareness influenced revenue

Winning entries will showcase a strategically executed campaign that maximised ROI, delivered measurable revenue impact and contributed directly to business growth.

## Category 15: Best Growth Marketing Program

This category recognizes a B2B marketing program designed to drive revenue growth, customer expansion, retention, or renewal.

Eligible entries may include initiatives focused on increasing product or service adoption, growing contract value, expanding into new divisions or territories, or re-engaging existing customers.

Entries should explain:

- How the growth or retention opportunity was identified, including insight into customer needs and expansion potential
- How engagement with the buying or decision-making group was managed across key touchpoints
- How marketing and sales worked together to drive growth or retention, including shared objectives and alignment
- How the program was executed and how success was defined and measured

Entries should focus on strategic execution and collaboration, not just revenue outcomes alone.

Success should be demonstrated through measurable impact on growth or retention objectives

Metrics may include:

- Revenue Growth and Expansion: Contract value growth, upsell or cross-sell revenue, or expanded customer engagement
- Retention and Renewal: Retention rates, renewals secured, or churn reduction
- Pipeline Impact: Pipeline value generated, opportunities created, or improved deal velocity
- Customer Re-Engagement: Revenue or pipeline from reactivated or previously inactive customers
- Sales and Marketing Alignment: Evidence of effective collaboration, including marketing-influenced revenue or sales enablement impact

Strong entries will clearly link customer insight, execution, and outcomes, demonstrating sustainable growth driven by effective collaboration.

## Category 16: Best GTM Strategy

**NEW**

This category recognizes an outstanding go-to-market (GTM) strategy that clearly aligned marketing, sales, and wider teams to drive measurable business impact.

Entries should explain:

- The business challenge or opportunity the GTM strategy was designed to address
- The target market, audience, or segments and how they were defined
- How marketing, sales, product, and other teams were aligned around shared objectives
- The strategic choices made around positioning, messaging, channels, and timing
- How the strategy was executed, governed, and adapted over time

Entries should focus on strategic clarity, alignment, and execution, rather than individual campaigns in isolation.

Success should be demonstrated through the effectiveness of the GTM strategy in driving coordinated execution and business outcomes.

Metrics may include:

- Revenue and Pipeline Impact: Contribution to pipeline growth, revenue, deal velocity, or win rates
- Market and Audience Impact: Penetration of target segments, adoption, demand creation, or awareness uplift
- Sales and Marketing Alignment: Evidence of shared goals, improved handoffs, or sales enablement effectiveness
- Execution and Efficiency: Speed to market, performance against launch milestones, or operational efficiency
- Business Outcomes: Retention, expansion, or growth directly influenced by the GTM approach

Strong entries will demonstrate a clearly defined and well-executed GTM strategy that aligned teams, accelerated growth, and delivered measurable commercial impact.

**Category 17:**
Best Data-Driven Strategy
**NEW**

This category recognizes a B2B marketing strategy where data and insight played a central role in shaping decisions, execution, and outcomes.

Entries should explain:

- The business challenge or opportunity
- The data sources used to inform the strategy, and why they were relevant
- How insights were generated and translated into strategic or tactical decisions
- How data informed planning, optimization, or changes in approach over time
- How success was defined and measured

Entries should focus on how data influenced decisions throughout the strategy, not just how it was reported.

Success should be demonstrated through the effective use of data to drive meaningful, measurable outcomes.

Metrics may include:

- Insight and Decision-Making: Clear examples of data-led insights and how they shaped strategy, targeting, messaging, or channel choices
- Optimization and Learning: Evidence of testing, iteration, or optimization informed by data and performance signals
- Performance Impact: Measurable improvement against benchmarks, previous performance, or control groups
- Data Quality and Application: Relevance, accuracy, and appropriate use of data to support decisions and outcomes
- Business and Commercial Impact: Contribution to revenue, pipeline, efficiency, growth, or other core business objectives

Strong entries will clearly link data-led insights to actions taken and demonstrate how those decisions drove measurable business impact.

## Group D: Audiences and Objectives

**Category 18:**
Best B2B at Scale Program

This category recognizes a B2B marketing program that was successfully designed, executed, and scaled to reach a broad audience while delivering consistent, measurable impact.

Entries should explain:

- The business challenge or opportunity and the objectives of the program
- How the program was designed to scale across audiences, regions, markets, or channels
- The core strategy, messaging, and execution model used to maintain consistency at scale
- How teams, technology, or processes enabled effective delivery and governance
- How success was defined, measured, and optimized over time

Entries should focus on repeatability, consistency, and effectiveness at scale, rather than one-off success.

Success should be demonstrated through the program's ability to deliver sustained impact at scale.

Metrics may include:

- Reach and Adoption: Audience growth, market coverage, regional rollout, or participation across teams or markets
- Performance and Efficiency: Cost efficiency, conversion rates, engagement levels, or performance consistency at scale
- Business Impact: Contribution to pipeline, revenue, demand generation, retention, or growth objectives
- Operational Effectiveness: Evidence of scalable processes, automation, governance, or enablement that supported execution
- Longevity and Repeatability: Proof the program could be sustained, replicated, or expanded over time

Strong entries will demonstrate a well-structured program that balanced scale with quality, delivering meaningful business outcomes without sacrificing effectiveness or consistency.

**Category 19:** Best Channel or Ecosystem Partner Program

This category recognizes excellence in marketing to and through channel, ecosystem, or partner programs, including resellers, distributors, technology partners, or other intermediaries.

Entries should explain:

- The context of the partner program and how it supports the organization's overall go-to-market strategy
- How the approach evolved in response to market conditions, buyer behavior, or new growth opportunities
- The characteristics of the partner ecosystem, including how partners are selected, enabled, and managed
- The role of the brand or vendor in supporting partner marketing activity through funding, tools, enablement, incentives, or resources
- How objectives were defined, measured, and achieved

Entries should demonstrate strong collaboration between the brand and its partners, with a clear focus on shared success.

Success should be demonstrated through measurable impact on revenue, partner engagement, and the effectiveness of the overall partner program.

Metrics may include:

- Revenue and Sales Impact: Growth in partner-influenced or partner-led revenue, pipeline contribution, or deal acceleration
- Partner Engagement and Enablement: Participation in marketing programs, adoption of tools or resources, training completion, or campaign activation rates
- Partner Acquisition and Retention: New partners onboarded, partner retention or churn reduction, and long-term partner satisfaction
- Marketing Influence on Partner Sales: Uplift in partner-driven opportunities, conversion rates, or co-sell performance
- Market Expansion and Reach: Entry into new customer segments, regions, or verticals enabled through the partner ecosystem

Strong entries will demonstrate a well-executed partner program that strengthened relationships, drove measurable growth, and delivered shared value through collaborative marketing efforts.

## **Group E:** Teams and Practitioners

**Category 20:** Best Agency-Client Collaboration

**NEW**

This category recognizes outstanding collaboration between a B2B marketing agency and a client, where close partnership and shared ownership led to exceptional outcomes.

Entries should explain:

- The context of the client–agency relationship and the challenge or opportunity addressed
- How objectives were jointly defined and aligned to business goals
- How the client and agency worked together in practice, including roles, responsibilities, and decision-making
- Examples of co-creation, problem-solving, and collaboration throughout the engagement
- How trust, communication, and partnership contributed to success

Entries should focus on the quality of the partnership, not just the delivery of activity by one party.

Success should be demonstrated through shared impact, effective collaboration, and measurable business.

Metrics may include:

- Shared Business Impact: Revenue growth, pipeline contribution, performance improvement, or other outcomes achieved through joint effort
- Collaboration and Ways of Working: Evidence of integrated planning, shared ownership, open communication, and effective governance
- Execution and Delivery: Demonstration of how collaboration improved speed, quality, innovation, or effectiveness of execution
- Relationship Strength and Maturity: Longevity of the partnership, evolution over time, or expansion of scope and responsibility
- Testimonials and Evidence: Endorsements from both client and agency stakeholders highlighting the value of the collaboration

Strong entries will demonstrate a true partnership where collaboration directly enabled better outcomes than either party could have achieved alone.

## Category 21: B2B Marketing Team of the Year (North America)

This category recognizes B2B marketing teams in North America that have demonstrated strong collaboration, innovation, and impact over the entry period.

Eligible entries may include small in-house teams, large corporate marketing departments, or agile teams formed to deliver specific objectives. Only in-house or client-side marketing teams are eligible for this category.

Entries should clearly explain:

- Team structure, members, and roles
- Key objectives and how they were achieved
- Challenges faced and how they were addressed
- Examples of effective teamwork and cross-functional collaboration
- Supporting testimonials from team leaders or senior management

Entries should focus on collective performance and impact, rather than the contribution of any single individual.

Success should be demonstrated through business impact, team performance, and collaboration.

Metrics may include:

- Revenue and Sales Impact: Marketing-influenced pipeline, lead generation, conversion performance, or sales enablement effectiveness
- Brand and Market Growth: Improvements in awareness, reputation, market positioning, or competitive differentiation
- Team Engagement and Culture: Evidence of team retention, satisfaction, engagement scores, or investment in team development
- Customer and Business Impact: Contribution to customer retention, churn reduction, or broader business growth
- Collaboration and Innovation: Cross-functional success, new ways of working, process improvements, or efficiency gains

Strong entries will demonstrate a high-performing marketing team that has delivered measurable commercial outcomes while fostering a collaborative, innovative, and resilient team culture.

## Category 22: B2B Marketer of the Year (North America)

This category recognizes an outstanding individual who has made a significant impact on their organization.

Entries should clearly explain:

- The individual's role, remit, and organizational context
- The key projects, initiatives, or programs the individual led or significantly influenced
- How success was defined and measured against objectives
- Supporting testimonials from colleagues, direct reports, or senior leadership

Entries should focus on the individual's personal impact rather than the success of the wider team alone.

Success in this category should be demonstrated through the individual's impact on strategic objectives, organizational performance, and leadership influence.

Metrics should be relevant to the entrant's role and objectives and may include:

- Business Impact: Contribution to revenue, pipeline, lead generation, growth, or market positioning
- Project Success: Measurable outcomes from campaigns, programs, or initiatives led by the individual
- Leadership and Influence: Evidence of mentorship, capability building, or positive influence on teams, where applicable
- Testimonials: Endorsements highlighting the individual's impact and effectiveness

Strong entries will clearly link the individual's actions to measurable results and lasting organizational value.

## Category 23: B2B Marketing Agency of the Year (North America)

This category recognizes B2B marketing agencies in North America that have demonstrated outstanding performance, impact, and leadership.

Entries should clearly explain:

- Notable campaign or program successes delivered during the entry period
- New client wins and retention of existing clients
- Evidence of strong staff engagement, satisfaction, and agency culture
- Commercial performance and overall business health
- Other achievements such as expansion, innovation, or external accreditations
- How the agency has differentiated itself in the market
- A minimum of three client testimonials

Entries should focus on overall agency performance, not a single campaign or client.

Success should be demonstrated through financial performance, client satisfaction, staff engagement, and market impact.

Metrics should be relevant to the entrant's role and objectives and may include:

- Financial Performance: Revenue growth, gross income, gross profit, or other indicators of commercial success
- Client Success and Retention: Client tenure, retention or churn rates, satisfaction scores, advocacy, or repeat business
- Staff Engagement and Culture: Employee satisfaction, staff retention, team growth, or investment in people and culture
- Market Position and Differentiation: New client wins, campaign effectiveness, innovation, thought leadership, or industry recognition

Strong entries will demonstrate a well-rounded, high-performing agency that balances commercial success with client impact, people development, and leadership within the B2B marketing industry.

## Grand Prix

The Grand Prix is awarded to the most outstanding campaign across all categories. The shortlist is composed of the standout winners from the campaign categories.

Judges will select the entry that represents the pinnacle of B2B marketing excellence.

B2B MARKETING

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