ELEVATION AWARDS
FROM B2B MARKETING

Guidelines for submission

Entry deadline: March 7, 2025

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SECTION 1

An introduction to the Elevation Awards 2025

The Elevation Awards are open to in-house or brand marketers and marketing agencies that have executed campaigns targeting US audiences, whether exclusively or as part of a broader regional or global initiative.

This guide provides detailed, step-by-step instructions for submitting your entry. Get ready to showcase your position at the forefront of US B2B marketing innovation.



ELEVATION AWARDS WINNERS

Best enterprise targeted marketing program

GOLD:

"Keeping Breaking Through" **by Unisys**

unisys

Keep Breaking Through

Go outside of outside the box

2x

4x

61%

40%

JUDGE COMMENT

"Great creative to get out of tech speak and resis of solutions. Doing pre-launch testing was great. creative speaks directly to the economic buyer wi dull) creative."

Ann Nash, *VP NA Marketing*, **Firstsource**

On the heels of a bold brand relaunch in late 2022, Unisys, a global IT solutions provider, launched its first global, integrated marketing campaign in 2023. The campaign's aim was to force consideration in the crowded sea of sameness in the tech services industry, while bringing a simple, human touch to show their vision in a clear way.

The goal was to drive awareness for the Unisys brand and specifically for the Digital Workplace Solutions and Cloud, Applications & Infrastructure business units. The "Keep Breaking Through" omnichannel campaign from Unisys drove strong business results for the company.

After a year in the market, the campaign delivered outstanding results for Unisys. The company saw the highest number of visitors to unisys.com in recent history, with four times more clients and prospects visiting the site and staying 61% longer. Search campaign performance doubled compared to industry benchmarks, total page visits increased by 40% year-over-year, asset downloads grew by 7%, and the

In terms of R marketing-o signed in 20 and 74% of a recommend

ELEVATION AWARDS WINNERS

Best use of creative

GOLD:

"More Than a Uniform" **by Mower for Carhartt Company Gear**

8000+ marketing qualified leads

95% increase in revenue

JUDGE COMMENT

"Carhartt's campaign was such a well done example of a customer minded idea and then a concept that was carried forward through shows the power of storytelling and uniting around one idea."

Jessica Larson, *Global Director of Brand & Communications*, **Fluke Corpo**

Carhartt® is a beloved brand enjoying massive awareness with consumers. But for business decision makers looking to purchase uniforms, Carhartt's business segment – Carhartt Company Gear™ – was relatively unknown. Adding to the challenge, Carhartt offered a premium solution, but many buyers were defaulting to the cheapest option.

As Mower started with research that uncovered a powerful truth. Decision makers care about their crews. And crews who have the right gear feel safe, valued and perform at their best. Which can lead to better retention, increased loyalty and drive business success. This drove their strategy: not just selling Carhartt workwear, but helping customers see Carhartt as a business advantage. One backed by 135 years of innovation.

It was all about making the toug and creating a sense of pride fo alike. For the crews and busines It's a Carhartt.

In its first year, the campaign ge impressions, 7.5 million video v 8,000+ marketing qualified lea booth visits. All told, the combi efforts resulted in an incredible and 149% increase in sales in ju

Why enter?

1 Boost your profile and gain new business

Shortlised 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 2025 Winners Report, scheduled for release in June 2025, showcasing your expertise to a vast network of potential clients.

2 Benchmark against your competitors

With 150+ entries expected in 2025, being a part of the Awards is your chance to benchmark your performance against that of your competitors, proving that you're a leader 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!

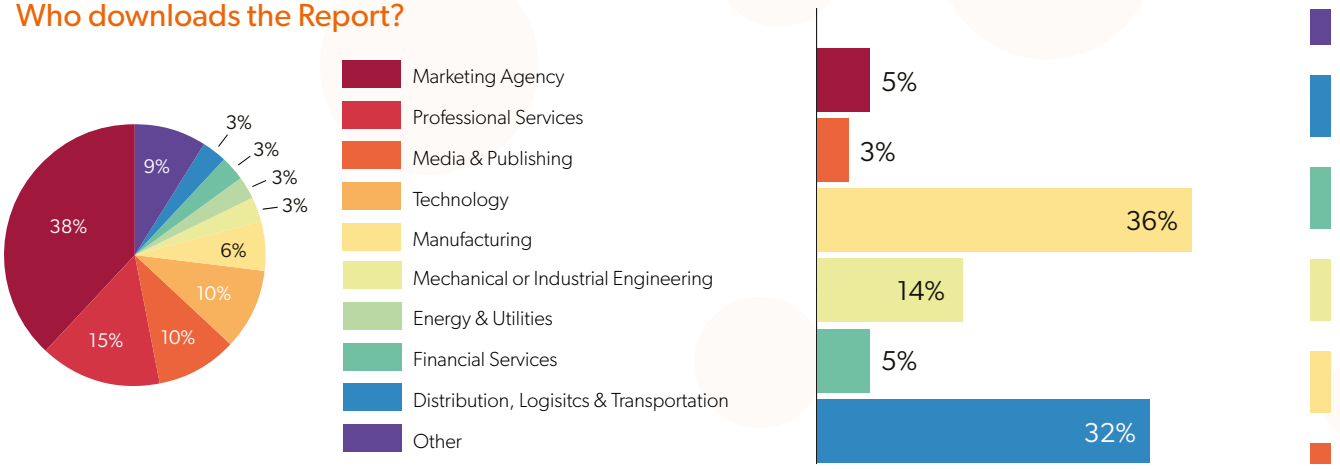
4 Learn and develop

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.

Elevation Awards 2025 Winners Report

The winners of the Elevation Awards 2025 will be revealed in a digital report published by B2B Marketing and **Propolis** in June 2025. 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?



3000+ monthly podcast listeners

120k email subscribers

592k yearly social impressions

49.4M yearly social reach

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

For each category, each winner (Gold, Silver and Bronze) will have their 200 word program synopsis listed. For the Gold winners, we will include judges' comments and campaign creative where applicable, as well key program metrics. The Report will also include a full case study on the Gold winning entry for '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 both the Elevation Awards 2025 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.

Entry guide at a glance

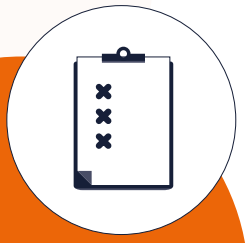
1



Download your pack

Read the guidelines pack

2



Choose your categories

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

3



Prepare your entry

Complete your entry online using the online platform. You can save and resume as you want to.

4



Submit and pay online

Pay for the categories you have entered. (Entry deadline March 7, 2025)

5



Good luck!

Elevation Awards 2025 © **B2B Marketing**

SECTION 2

The entry process: What you need to know

KEY DATES

- Early Bird deadline: **February 10, 2025**
- Standard deadline: **March 7, 2025**
- Shortlist released: **May 2025**
- Winner report release: **June 2025**

2.1 Entry fees

- Early bird fee: **$295**
  (for entries submitted on or before February 10, 2025)
- Standard fee: **$435**
  (for entries submitted on or before March 7, 2025)
- Late fee: **$450**
  (for entries submitted after the March 7, deadline)

If you encounter issues that may result in a late submission/s 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

Create your account here.

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 2025 is January 1, 2023 to January 1, 2025. 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.

SECTION 3

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 7, 2025.
- Decide which category or categories are right for you, i.e. those that best fit the stories you want to tell. There's a full list and description on pages 9-17.

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. 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 1000 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 1000 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 1000 word allocation.

3.5 Style

It is suggested that the submission explains the facts associated with the campaign in simple and straightforward terms, rather than overly relying on creative copywriting in an attempt to enhance appeal.

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.

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.

SECTION 4

The categories

Here is the complete list of categories for the Elevation Awards 2025. If you're submitting entries for multiple categories, be sure to customize each entry to align with the specific category criteria. Additionally, you can find the Metrics Guide here to help you strengthen your submissions.

Program mechanics

Category Name	Category Description	Relevant metrics
1. Best omni or multichannel program	This category is designed to reflect campaigns using a variety of different channels or media, in an omnichannel or integrated framework, for a clearly specified objective. Submissions must explain the mix of channels utilized for the campaign, how the brand and/or agency ensured the various techniques complemented one another and worked together, and demonstrate how success or effectiveness was measured against objectives.	Omni/multichannel marketing focuses on engagement across multiple channels. Therefore, it is essential to demonstrate the success of each individual channel and the campaign as a whole, as well as how channels interplay to provide a seamless customer experience. The following metrics are recommended: • Cross-channel engagement rate • CSAT • CES • First contact resolution • NPS • Channel attribution • Conversion rate by channel • Customer journey completion rate
2. Best use of live events (digital, physical or hybrid)	The use of events (of any format) to achieve specific marketing objectives is the focus of this category. This could encompass physical or real-world events of any reasonable type, including exhibitions, conferences, launch parties/events, seminars, roundtables, awards ceremonies, etc., or digital events such as webinars, etc. These events could be created custom for the specific purpose, or the brand could be leveraging an existing event, including one organized by a third party (e.g. an exhibition or conference). Submissions must explain how communications and messaging around the event or events were managed, and (where appropriate) event activity fitted into a wider programme of activity. Critically, submissions must clearly specify objectives, and how measurement was used to demonstrate success.	Depending on event objectives, and a timeline between event delivery and submission creation, this could include: • Contribution to pipeline • Opportunities created • Actual revenue attributed • Customer retention value • Customer upsell value • Database growth • Registrations for future events If the event in question is a recurring event, you could include year-on year metrics around attendance and engagement (during the event and post-event). If the event includes sponsorship opportunities, show ROI from this revenue stream, and/or year on-year growth for this.

3. Best use of creative	Submissions must focus on the creative work used to deliver a message or messages, regardless of media, channel or format. Entrants must explain how the creative solution to the campaign was developed, and how it was applied to different media or marketing channels, and potentially developed to encompass different sub-messages or elements of the campaign, including both text and image-based executions. An explanation of the creative process employed by the agency or inhouse team to develop the campaign would be helpful for the judges.	Metrics for this category should relate to commercial objectives, whether that relates to brand, demand generation or a combination of the two.
4. Best use of content	This category focuses on the use of one or more content assets as part of a B2B marketing campaign - either as the primary focus of the campaign, or as just one component of a wider suite of activities. Any format of content is applicable here, or combination of formats, including (but not exclusively) email newsletters, whitepapers, videos, webinars, interactive reports, podcasts, etc. Submissions must explain how content outputs were devised as part of campaign development and planning, how outputs were tailored to the specific audience, the objectives that were set and how effectiveness was calculated.	Metrics for this category could include: • Brand awareness metrics (users, page views, unique page views) • Engagement metrics (click through rates,social comments/shares/mentions) • Lead generation metrics (click through rates, conversions e.g. downloads) • Sales enablement metrics (demo requests, sales conversion rates, sales cycle lengths)
5. Best use of media	This category recognizes the best use of paid, third party media by an agency or an in-house marketing team for brand building, demand/lead generation or otherwise. All media channels (on and offline) are accepted in this category. Submissions should demonstrate why a particular media format, mechanic or partner was used for a given campaign, how the targets were set, what the outcomes were, and how success was measured. Judges will want to understand how the media bought or partnered with was selected, and how its use fitted into a wider program and leveraged other mechanics or channels. Where appropriate, submissions must demonstrate how the program sought to innovate or push the boundaries of the format.	Metrics must demonstrate success against the objectives of the campaign, but may fall into five categories (as defined by the IAB): • Digital media consumption (what is being consumed) • Audience measurement (who is consuming what) • Advertising & delivery exposure (what ads were served and what ads were seen across which channels) • Advertising effectiveness and business outcomes (what was the impact of the campaign on brand or demand based metrics, what was the return on investment, what action does the business need to take?) • Cross media measurement (how did the different channels perform individually and as a whole campaign?)

6. Best use of social media or influencer marketing	This category is designed to recognize excellence in the use of social media and/or influencer marketing, where used either as primary focus of a marketing program, or just one of many aspects to a broader program. Submissions must explain the particular relevance of social or influencer marketing for this program, how the social channels used were identified and/or the influencers selected. Where relevant, submissions must also outline social or influencer activity fitted into a wider marketing program, or how this activity related to the wider context of the brand's messaging and communications. Objectives must be clearly outlined, as must metrics for success.	Social media metrics could include: • Audience size/growth • Customer satisfaction/feedback (collected by social media) • Awareness metrics (impressions, awareness and reach) • Social media referrals and website traffic, brand health metrics (sentiment analysis and social media mentions) • Social media engagement metrics (likes, shares, comments). Influencer metrics could include: • Audience growth • Audience engagement • Social media share of voice • Attributable website traffic • Conversions • Revenue • Search interest • Earned media/press mentions.
7. Best use of AI/generative AI	This category recognizes the role of AI in delivering marketing success, and demonstrating how AI has enabled advantages over conventionally managed or delivered activities. This could be in terms of speed of delivery, creation of insight, reduction in costs, or any other advantage to be specified. As with other categories, submissions must explain the objective of the marketing initiative or campaign, the target audience, media used, and budgets. However, it must also provide more detail about the AI solution utilized or developed, and how/why this particular solution was identified and selected. Please also identify any challenges faced in utilizing AI for this initiative, and how these were overcome. Where a submission originates from a vendor of an AI-empowered marketing solution, please try to write the submission from the point of view of the brand which conducted the initiative.	Metrics for this category should relate to the overall success of the campaign or initiative against stated objectives.
8. Best digital experience initiative	This category recognizes how digital experience was used to deliver marketing success - either in combination with other on or offline channels, or in isolation. Relevant channels may include websites, apps, marketing platforms, AR/VR devices, etc. Program objective could be for new customer recruitment, retention or customer growth - or any combination of the above. Submissions should detail exactly which technologies or techniques were used, and how these were deployed to build a great experience for the audience. Submissions should clearly outline objectives, explain how success was due to be measured and state what results were achieved.	Metrics for this category should capture the quality of the user experience, the engagement level and the ultimate impact on business objectives. The following metrics are recommended: • Engagement rate • Conversion rate optimisation • Customer retention rate • Customer growth rate • Average session length • Bounce rate & exit rate • Lead quality and conversion • Goal completion rate • CSAT • CES

Brand Marketing Programs

9. Best use of thought leadership

This category is designed to recognize excellence in the creation and utilization of thought leadership programs to create genuine standout for a brand within its B2B market. Submissions must explain the challenge, opportunity or context faced by the organization, and why thought leadership was considered to be the most effective way of addressing that - as well as objective in terms of desired outcome and how it was intended to measure that. The techniques or process used to create the thought leadership positioning message or assets must be explained, as well as how these were deployed in communications to activate the campaign, engage the audience and deliver the messages. If the program extended into demand generation, ABM or sales enablement, this should be mentioned also, as well as any results available that specifically related to this activity.

Metrics for this category could include:

- Pure brand metrics (including brand awareness, brand recall, brand perception, brand performance, brand reputation)
- Content and social metrics (including page visits, pages likes, comments and shares)
- PR metrics (including paid media equivalent)
- Revenue or opportunity metrics (including downloads, opportunities generated and ideally revenue generated).

10. Best purpose-led initiative

This category is designed to reflect marketing programs focused around achieving a key purpose-based, and/or social responsibility, objective(s). The origins of the brands purpose or its relationship with social responsibility cause must be outlined within the submission, as well as (critically) how the campaign in question was designed to further and achieve these. As ever, measurement is critical, but in this context submissions must explain what was achieved by this specific campaign within or around the timeframe specified, rather than outline the achievements of a potentially longer term brand alignment. Metrics used must relate back to meaningful business objectives.

Metrics for this category are likely to fall into three buckets:

- Brand metrics (including awareness, reputation etc.)
- Customer metrics (including feedback, NPS, advocacy etc.
- Employee sentiment (including retention and wider market, partner or workforce sentiment).

11. Best brand initiative	This category could be appropriate for brand relaunch/refresh activity, repositioning or general brand awareness work, with a focus on customers/prospects only, or employees only, or a combination of the two. If the campaign was designed to communicate a change in the branding or positioning, the submission must explain why this change was undertaken and what the activity was designed to achieve. If the campaign was focused around general brand awareness, the submission must explain why it was considered necessary. Measurement techniques must be explained in detail, together with an explanation of pre- and post-campaign brand awareness/strength. Finally, submissions must demonstrate how internal and external audiences were engaged by this campaign, as appropriate.	Metrics for this category should relate to commercial objectives, whether that relates to brand, demand generation or a combination of the two.

Growth Marketing Programs

12. Best demand or lead generation program	Activity designed to generate (typically in the form of marketing qualified leads, or MQLs) is the focus of this category, with programs focusing specific individual buyers rather than a broader buying group (which would fall into the ABM category). For the purposes of this category, this can include programs that deploy either or both inbound and outbound techniques, and including both new business and existing customers. As well as outlining the context and business objectives for the program, submissions must explain how the program and different elements were constructed, and how these contributed towards driving individual buyers from prospects through to sales engagement. Where possible, information about key martech solutions used in order to deploy this particular program should be provided. Insights on engagement rates at key stages, and conversion rates, must be provided, as well as information on revenue attribution, where available.	Metrics for this category could include: • Pure brand metrics (including brand awareness, brand recall, brand perception, brand performance, brand reputation) • Content and social metrics (including page visits, pages likes, comments and shares) • PR metrics (including paid media equivalent) • Revenue or opportunity metrics (including downloads, opportunities generated and ideally revenue generated).

13. Best account-based marketing program

This category reflects excellence in marketing to buying groups at a particular organization, rather than purely to individual buyers, and can include any very focused activity to a single company or group of similar companies, or at scale to a larger number of companies (in other words, it can include so-called strategic ABM, lite ABM or programmatic ABM). Critically, the submission must explain how account planning and customer insight were conducted, and how this influenced development of messaging and communications strategy. It also is critical that the submission explains how sales were involved, engaged and aligned at every stage to ensure success of the initiative. Finally, use of martech platforms that was key to the success of this campaign must be listed in the submission.

Campaign objectives (for example customer acquisition, customer retention, customer growth or other) will be critical in defining success in this category. The type of ABM being conducted (1:1, 1:few or 1:many) will also influence the metrics that are appropriate in this category.

For account growth, metrics could include:

- Overall account growth
- Upsell and cross-sell revenue
- Share of wallet
- Renewal
- Customer loyalty/advocacy
- Customer lifetime value.

For account acquisition, metrics will include:

- New account acquisition rate
- Conversion rates
- Time to close
- Market share gain
- Revenue pipeline and deals closed.

For 1:many ABM programmes e.g. programmatic, metrics will be more closely aligned to lead generation and demand generation, with the caveat that ABM should be looking at MQA's (marketing qualified accounts) over leads and targeting the entire DMU (decision making unit) or buying group. Revenue is the ultimate demonstrator of success, but given the inherently longer lead times for ABM, submissions may have to leverage account engagement and other 'lead indicators' to demonstrate success. For programmatic campaigns, metrics may be more lead generation orientated, given brands are seeking to engage with account groups at scale across hundreds or thousands of accounts.

14. Best sales enablement initiative

This category reflects any initiative focused on providing the sales organization with information tools and content that it needs to help salespeople sell more effectively, throughout the buyer process. Submissions must outline the specific sales challenge that the enablement initiative was designed to address, and how the activities developed addressed this. Metrics included must demonstrate how this initiative directly contributed towards improved sales performance, as well as the extent to which salespeople themselves were engaged by the program, and utilized the materials or resources created within their activities.

Metrics relevant to this category can be grouped into three areas:

- Performance metrics (including win rate, closing ratio, quota attainment, and revenue generated)
- Proficiency metrics (including sellers ability to use content, the time to first deal)
- Productivity metrics (including sales cycle length and number of meetings required).

15. Most commercially successful program	This category recognizes programs that have achieved excellence in terms of financial ROI. Measurement information and ROI will be key judging criteria for this category, as will client testimonials. Detailed results and budgetary information will be required if this information is confidential, please remember to state this clearly in the submission.	Metrics for this category should relate purely to those demonstrating commercial success. The more actual (rather than potential) revenue that can be demonstrated, the better. Creative use of other metrics to demonstrate commercial success (including brand value) will also be considered.
16. Best growth marketing program	Marketing focused on delivering growth in revenue (ideally) or pipeline is the focus of this category, with programs focused on either new customers or existing customers via cross-sell or upsell. Submissions must explain how customer/prospect groups were identified, researched and targeted with relevant messaging based on status. If growth marketing is a new definition for how marketing is conducted or structured within the organization, the submission must explain the changes that were made in terms of team structure, go-to-market strategy or anything else relevant in order to enable success through this initiative. An explanation of how marketing aligned with sales and provided relevant enablement material would be helpful, as well as information on alignment with other stakeholders, such as customer success.	Metrics provided must demonstrate success against stated campaign objectives to grow revenue from the specified customer or prospect groups, with impact specified in terms of revenue or potential revenue as much as possible (which will vary depending on sales cycles). For new customer recruitment, this includes opportunities generated, pipeline value, pipeline acceleration and revenue confirmed. For existing customers, this could include value of customer retention, upsell opportunities generated, lapsed customer value or opportunities.

Audiences and Objectives

17. Best B2B at scale program	B2B marketing programs aimed at engaging with a volume audience is the focus of this category, and it would consequently suit program mechanics designed to appeal to a broad and diverse customer group. A high level of automation is likely, although not essential, as is the use of programmatic techniques and e-commerce. Given the nature of the engagement, it is likely that there will be a strong onus on customer experience considerations to drive conversions. Submissions must explain how the campaign was structured (and adapted where necessary) to maximize impact and effectiveness. Where specific martech platforms were critical to the delivery of this campaign, these should be listed in the campaign.	Metrics for this category are likely to reflect the scale and breadth of the opportunity, in terms of a number of actual customers converted, or potential conversions. Given the inherent challenge associated with scale, ROI is likely to be a relevant metric here.

18. Best channel or ecosystem marketing initiative	Marketing both to and through resellers or distributors (or other intermediaries) in any sector is the focus of this category. Submissions must explain the context of channel partnership, how this fits into the brand overall go-to-market strategy, and how this may be evolving in response to shifting market dynamics, such as buyer sentiment or new customer opportunities. Submissions must also outline dynamics and characteristics of the specific channel partner group or groups involved, and how they are selected or managed for mutual success. The role of the brand/vendor in enabling channel marketing activity (through the provision of things like funding, collateral support, sales incentives, etc.) must also be explained. Finally, submissions must outline how objectives were set and intended to be measured and how success was ultimately quantified.	Metrics for this category will depend on the objectives intended to be achieved with the brand's partner network, but they could include: • Revenue-related metrics ($ revenue growth, number of deals closed) • Funnel-related (leads generated, pipeline generated by partners) • Partner related (partner training completed, marketing campaign utilization by partners, partner portal engagement, partner deal size, partner profitability, co-marketing ROI) • Customer related (such as customer retention through partners or sales cycle improvement).

Teams and Practitioners

19. B2B marketer of the year	This category is intended to recognize a single outstanding individual, at whatever level in the marketing team, who has made a demonstrable difference to their organization during the qualification period. Submissions must explain the role and remit of the individual, and the context of that role within the organization and/or department, plus any external factors impacting on it. Where possible, the submissions should state any notable projects that the individual in question has undertaken - this could include internal transformation or campaign execution, amongst other things. In the most appropriate way, submissions must demonstrate success against stated objectives, and include testimonies from contemporaries, direct reports and/or senior management.	Metrics for this category should relate to the strategic objective that the individual was focused on achieving. For individuals in management roles, sentiment amongst teams for which they are responsible may be appropriate. Otherwise, criteria for this category may be more anecdotal than in others.

20. B2B marketing agency of the year (North America)

This category recognizes US-based B2B marketing agencies that have proven themselves to be outstanding in this highly competitive sector over the qualifying period, demonstrating excellence across their organization. This will include information on outstanding campaign success, new client wins, satisfaction/retention of existing customers, staff satisfaction and loyalty and (of course) profitability. Other achievements, such as expansion and development of new areas of expertise, or awarding of external standards etc., will also be considered. Where possible, submissions should demonstrate how the agency has succeeded in standing out and differentiating itself. Submissions must also state whether the agency operates only from a US HQ, or whether it has registered offices in other geographical locations. At least three client testimonials must be included.

Metrics for this category should include financial metrics (gross income and ideally gross profit); customer metrics (customer churn, tenure and satisfaction, and some measure of advocacy or recommendation); staff metrics (staff churn and satisfaction).

B2B MARKETING

Contact us

B2B Marketing USA
1325 Avenue of the Americas
27th & 28th floors
New York
NY 10019
United States of America

B2B Marketing UK
Westgate House,
9 Holborn,
London,
EC1N 2LL
United Kingdom

Tel: +1 332-216-1615
events@b2bmarketing.net
b2bmarketing.net

