

*The*  
**FORWARD**  
*Awards*

 **INTUIT  
mailchimp**  **FASTCOMPANY**

SUBMISSION GUIDE

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## KEY DATES

- April 18 Submissions open
- May 24 Submissions close
- Mid June Winners notified

# AWARD CATEGORIES

## OUTSTANDING PERSONALIZATION

This award celebrates the marketer or team who has excelled in using Mailchimp's personalization tools. Winners will be recognized for their ability to craft and execute a personalized email campaign that targets their business audience at scale.

Submissions should include a summary of how different customer segments were identified, an overview of the tools used to personalize for the audience, and impressive results including (but not limited to) relevant metrics such as open rates and click rates.

## BEST REVENUE-DRIVING CAMPAIGN

This award celebrates the marketer or team who has used Mailchimp tools to increase substantial revenue for their business. Winners will be recognized for their ability to craft and execute an email campaign that supports them in meeting or exceeding revenue goals.

Submissions should include a summary of initial revenue challenges and goals, marketing strategy and Mailchimp tools used to achieve revenue goals, and impressive results including (but not limited to) open rates, click rates, and revenue growth over time.

Only users with an e-commerce store connected to Mailchimp are eligible to apply.

Don't have your e-comm store connected?  
[Get connected today.](#)

## MOST ENGAGED AUDIENCE

This award celebrates the outstanding development of a business' email audience. Winners will be recognized for the activity and loyalty of their email audience and the strategic development that has driven their compelling engagement.

Submissions should include relevant metrics such as list growth over time, open rates, deliverability, and unsubscribe rates, as well as the marketing strategy and Mailchimp tools used to cultivate engagement.

## MARKETING INNOVATOR OF THE YEAR

This award celebrates the marketer or team who has demonstrated creativity and innovation using Mailchimp tools to achieve exceptional campaign results. Winners will be recognized for their ability to apply experimentation, resourcefulness, and ingenuity in leveraging Mailchimp tools such as artificial intelligence, customer journeys, automations, SMS and more.

Submissions should include a summary of the initial problem to be solved, and showcase how the applied strategy and tools helped to meet or exceed business goals.

# SUBMISSION ELEMENTS OVERVIEW

## Entry Requirements

- Applicants must be Mailchimp customers based in the US, UK, Australia or Canada.
- The submitted work eligibility period is from January 1, 2023 to May 24, 2024, meaning the submitted work must have been completed during this time.
- Submitted work must be submitted in English.

## Specs

Users can upload the following file types:  
(Max file size for images: 10MB; max file size for other file types: 30MB.)

- Images
- Text documents
- Video files
- PDFs

## Basic Requirements

- Name
- Role
- Company
- Company Website
- Company Social Channels
- Phone Number
- Company Size
- Industry
- Location/Region
- Audience Size
- Mailchimp Partner Status
- Utilized Mailchimp Features

## Judging Criteria

The judging panel will review the short-answer responses, looking out for:

- A clear problem to be addressed.
- A clear solution to the problem, including (but is not limited to) an email marketing campaign using the Mailchimp platform.
- Performance metrics to support the solution.

The judging panel will review supporting documents (max 5) uploaded in the submission, looking out for:

- Engaging and creative content.
- Professional and advanced content.
- Content that reflects use of Mailchimp tools and features.
- Documentation and metrics that demonstrate successful campaign performance.

## Best Practices

- Understand the categories criteria for submission: Read the award category and its criteria. This will help you craft a submission that is tailored to the award show's standards.
- Gather relevant data: Collect data that supports the success of your email marketing campaign, such as open rates, click-through rates, and conversions.
- Tell a story: Use the data to tell a compelling story about your email marketing campaign, including your goal, tactics implemented, clear description of which Mailchimp tools were used and the positive changes that the campaign brought to your business.
- Include Metrics: If appropriate, include relevant customer feedback and engagement metrics. Be specific when citing metrics.
- Use visuals: Include visuals such as screenshots, charts, and graphs to illustrate your story.
- Keep it concise: Make sure your submission is concise and to the point. include your goal, tactics implemented, clear description of which Mailchimp tools were used and the positive changes that the campaign brought to your business
- Proofread: Carefully proofread your submission for any typos or errors.

# EXAMPLE SUBMISSION OVERVIEW

Disclaimer:

\*The purpose for this resource is to guide and inspire. It is not required to submit a PDF in this format.

\*Escultura is a fictional brand.

## Best practices for building a cohesive case study



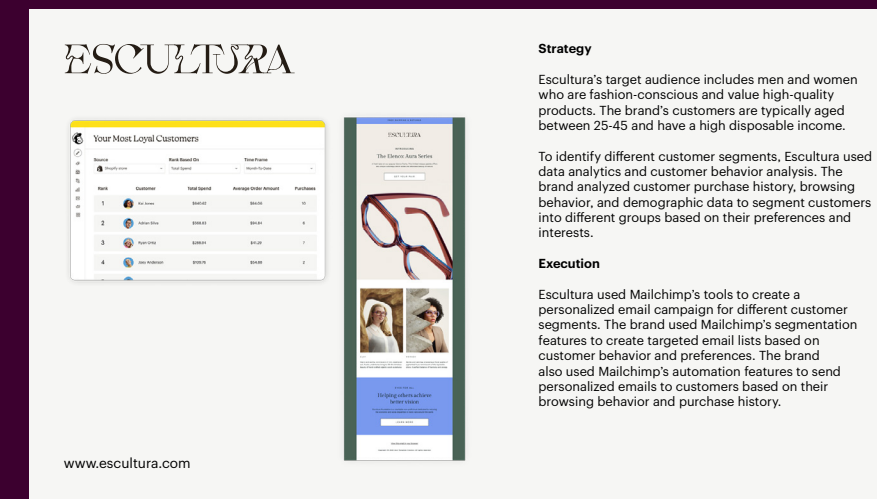
Page 1: Company Introduction

Write a short description about your business.



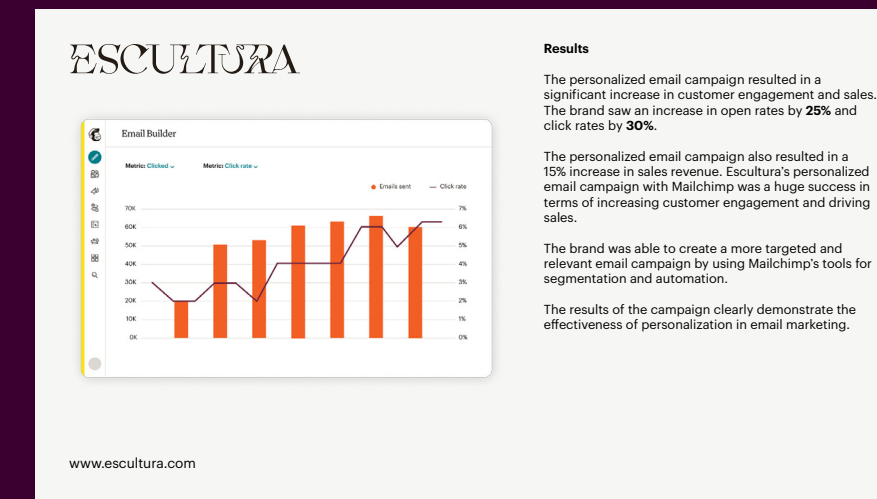
Page 2: Business Challenge or Objective

Describe the business challenge, goal or objective of your email campaign, or the campaigns role as part of a larger multi-touchpoint campaign.



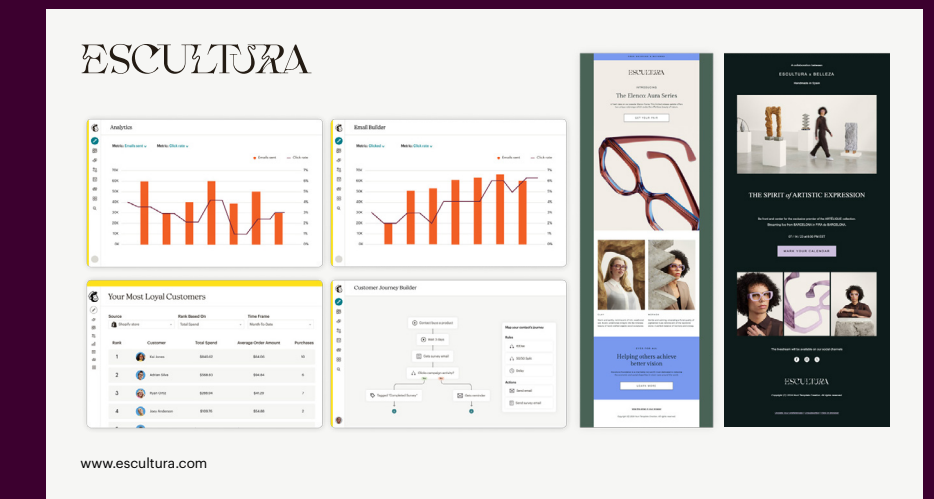
Page 3: Strategy & Execution

Clearly state your campaign strategy, describing which audience the campaign targeted, the way the customers were segmented, and the Mailchimp tools used to personalize the campaign.



Page 4: Results

Share the results of the campaign, along with any relevant metrics, to help showcase the campaign's success.



Page 5: Key Visuals

Attach any additional visuals relevant to the campaign execution or results.

# EXAMPLE SUBMISSION

## Company Introduction

### ESCULTURA

#### About us

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Escultura is a eyewear brand inspired by the sculptural forms and movement of contemporary art.

We believe every face acts as a canvas where the human form already expresses its own unique characteristics, and Escultura brings those outré features into focus.

More than eyewear, the brand is a phenomenon, turning objects to action to function.

[www.escultura.com](http://www.escultura.com)



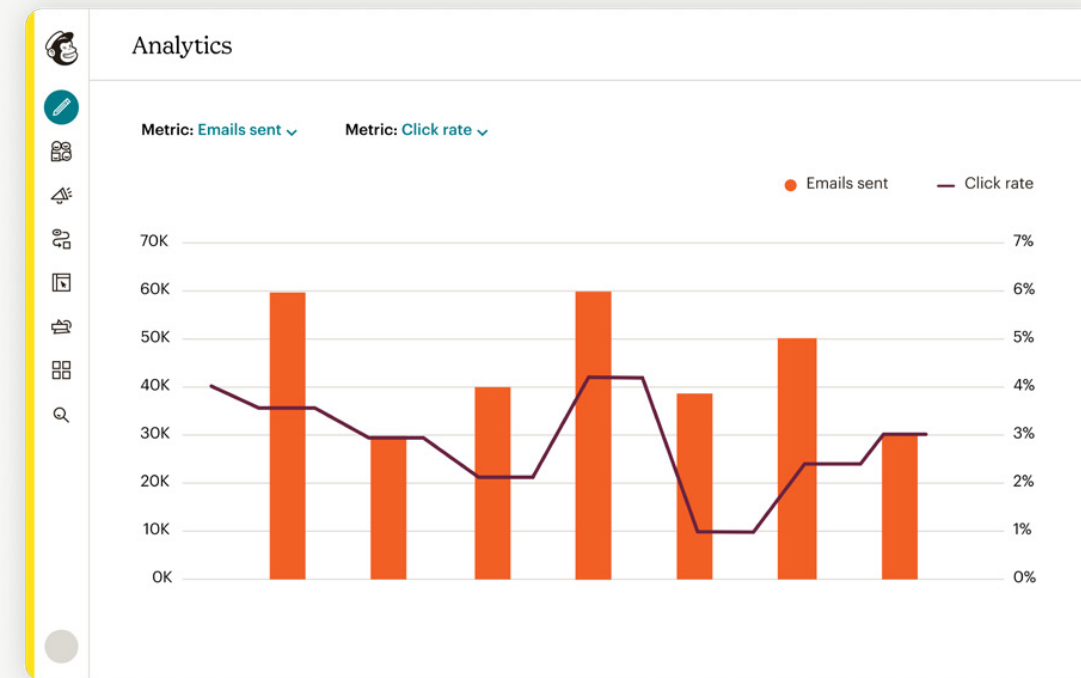
## Submission Tips:

Write a short description about your company, including information about your business audience, your mission, and your sales and/or marketing goals.

# EXAMPLE SUBMISSION

## Business Challenge or Objective

ESCULTURA



www.escultura.com

### Business challenge

Escultura is a sunglasses brand that specializes in high-quality and stylish sunglasses for men and women. The brand has a strong online presence and a loyal customer base.

### Objective

However, the brand faced a challenge of increasing customer engagement and driving more sales through email marketing. The objective of the email campaign was to increase customer engagement and drive more sales by personalizing email content for different customer segments.

### Insight

The brand wanted to create a more targeted and personalized email campaign to improve customer satisfaction and increase revenue.

## Submission Tips:

### Business Challenge:

Describe the specific challenges faced by your business that led you to use Mailchimp's email marketing tools. Provide a clear and concise explanation of the problem you were trying to solve.

### Objective:

Outline the specific goals and objectives you set for their email marketing campaign. Your objectives should be measurable and clearly tied to the business challenge outlined in the previous section.

### Insight:

Provide insights into your target audience. Their attitudes, behavior patterns, demographics, desires, and other relevant data you used when developing your strategy prior to executing your campaign.



# EXAMPLE SUBMISSION

## Strategy & Execution

## Example:

### Strategy:

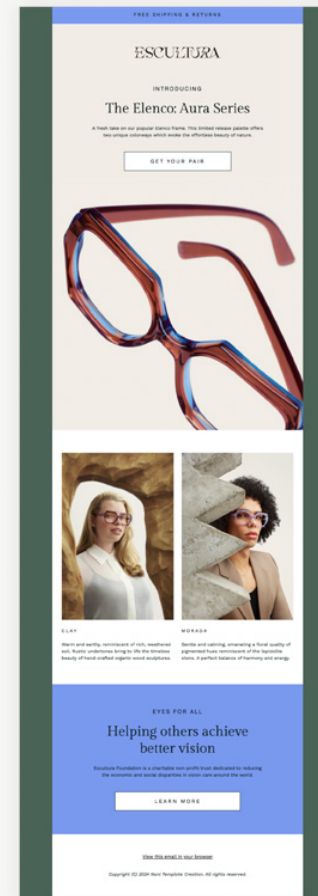
Describe the overall strategy used to achieve your objectives. Include details about the types of emails sent, the frequency of those emails, and any segmentation or personalization strategies used.

### Execution:

Provide a detailed account of how you executed your email marketing campaign. Include information about the tools and resources used, any challenges faced, and how you overcame those challenges.

# ESCULTURA

Rank	Customer	Total Spend	Average Order Amount	Purchases
1	Kat Jones	\$940.82	\$94.08	10
2	Adrian Silva	\$598.83	\$99.84	6
3	Ryan Ortiz	\$398.94	\$41.29	7
4	Joey Anderson	\$108.76	\$54.38	2



www.escultura.com

### Strategy

Escultura's target audience includes men and women who are fashion-conscious and value high-quality products. The brand's customers are typically aged between 25-45 and have a high disposable income.

To identify different customer segments, Escultura used data analytics and customer behavior analysis. The brand analyzed customer purchase history, browsing behavior, and demographic data to segment customers into different groups based on their preferences and interests.

### Execution

Escultura used Mailchimp's tools to create a personalized email campaign for different customer segments. The brand used Mailchimp's segmentation features to create targeted email lists based on customer behavior and preferences. The brand also used Mailchimp's automation features to send personalized emails to customers based on their browsing behavior and purchase history.

# EXAMPLE SUBMISSION

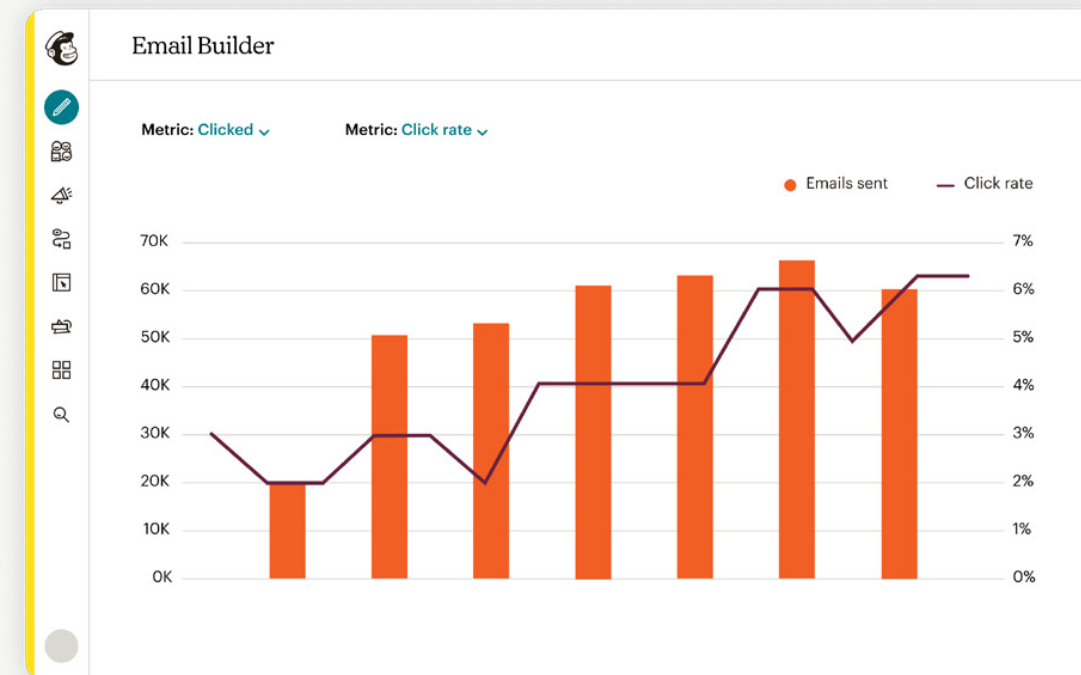
## Results

## Example:

### Results:

Provide data and metrics that demonstrate the success of your email marketing campaign. This could include open rates, click-through rates, conversion rates, or any other relevant metrics. Tie these results back to the objectives outlined in the previous section.

# ESCULTURA



### Results

The personalized email campaign resulted in a significant increase in customer engagement and sales. The brand saw an increase in open rates by **25%** and click rates by **30%**.

The personalized email campaign also resulted in a 15% increase in sales revenue. Escultura's personalized email campaign with Mailchimp was a huge success in terms of increasing customer engagement and driving sales.

The brand was able to create a more targeted and relevant email campaign by using Mailchimp's tools for segmentation and automation.

The results of the campaign clearly demonstrate the effectiveness of personalization in email marketing.

www.escultura.com

# EXAMPLE SUBMISSION

## Key Visuals

## Example:

Please upload any files supporting the success of your marketing campaign. These include (but not limited to) PDFs, sheets, images, written documents, and screenshots.

(Max file size for images: 10MB; max file size for other file types: 30MB.)

The screenshot displays the Escultura website interface. At the top left is the 'ESCULTURA' logo. Below it are four main sections:

- Analytics:** Two bar charts showing 'Emails sent' and 'Click rate' over time.
- Email Builder:** A similar bar chart for email campaign performance.
- Your Most Loyal Customers:** A table with columns for Rank, Customer, Total Spend, Average Order Amount, and Purchases.
- Customer Journey Builder:** A flowchart diagram showing customer interaction paths.

On the right side, there are two vertical promotional banners for 'The Elenco Aura Series' and 'THE SPIRIT of ARTISTIC EXPRESSION'. The website URL 'www.escultura.com' is visible at the bottom left.

Rank	Customer	Total Spend	Average Order Amount	Purchases
1	Earl James	\$840.02	\$84.00	10
2	Adrian Silva	\$568.83	\$56.88	6
3	Ryan Ortiz	\$388.94	\$47.29	7
4	Joey Anderson	\$106.76	\$54.88	2

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**GOOD LUCK!**