



**Celebrating Excellence in
Ecommerce & Ecommerce Marketing**

ENTRANT DETAILS

- Name
- Email ID
- Contact Number
- Designation
- Company
- URL (if applicable)
- Your Relation with Nominee (if nominating for others)

NOMINEE DETAILS

- Nominee Name
- Email ID
- Contact Number
- Date of Birth
- Designation
- Company
- URL (if applicable)
- Award & Recognition (if any)

ORGANISATIONAL DETAILS

- Name of the organization
- Type of organization
- Date of registration / Commencement of operation
- Primary Business
- Current employee base of the organization
- Capital of the Organization
- Any significant achievement/awards (Last 3 years)

CATEGORY APPLIED

Please answer Qs only in the category you are applying for
Only one category can be chosen per entry form

Entry URL: (Non password protected/ accessible Google Drive Link)

Reference Material URL: (Non password protected/ accessible Google Drive Link)

REPLY TO QS BELOW, FOR YOUR CHOSEN CATEGORY ONLY

E-commerce Agency of the Year

Recognises the best agency partner to an ecommerce platform in India. Open to all relevant e-commerce agencies – design, creative, marketing, social media, PR etc.

1. Please detail the sales percentage increases from your selected campaign(s) for each of your E-commerce clients
2. Please state the traffic increase as a direct result of your campaign(s) for each of your E-commerce clients
3. Tangible and proven results
4. Innovation and originality
5. Clever use of budget
6. Imaginative execution
7. Performance against internal and client objectives
8. Client retention
9. Why does your organisation deserve to win this award?

Best Delivery Partner of the Year

Recognises the best delivery partner to an ecommerce player in India

1. What delivery options do you offer your customers?
2. If applicable, what efforts have you made to reduce product packaging?
3. If applicable, please highlight any environmentally focused initiatives that you have undertaken, detailing the positive impact resulting from each initiative?
4. What difference has your activity made to your business? Please summarise the positive impact and qualify with measurable results

E-commerce Website/App of the Year

Recognises the best website/app of an ecommerce player in India

1. What percentage of your traffic is from a mobile device?
2. What is the percentage growth from last year?
3. What percentage of your revenue comes via a mobile device?
4. If you have an app, what percentage of your traffic comes through it?
5. Average monthly unique visitors
6. Average basket value per order
7. Percentage increase in site traffic in last year
8. Percentage of new customers/month
9. Percentage of repeat customers/month
10. % Sessions with product page view
11. % Sessions with Add-to-cart
12. % Sessions with transaction
13. Visitor to Customer conversion rate

14. Innovation & New Technologies
15. Security & Protection

Ecommerce Marketing Team of the Year

Recognises the best marketing team in driving growth for an ecommerce player in India

1. Outstanding achievement in marketing strategy
2. Creativity and innovation
3. Strategic thinking
4. Execution
5. Successful results against objectives/ KPIs
6. Any other exceptional achievements or work that especially merits this award.
Manager/ agency testimonials are welcome

Ecommerce Marketer of the Year

Recognises outstanding leadership in leading marketing functions for an ecommerce platform in India

1. Outstanding achievement in marketing strategy
2. Creativity and innovation
3. Strategic thinking
4. Execution
5. Successful results against objectives/ KPIs
6. Any other exceptional achievements or work that especially merits this award.
Manager/ agency testimonials are welcome

Ecommerce Person of the Year

Recognises outstanding leadership in leading an ecommerce platform in India

1. Creativity, innovation and the ability to pivot quickly and effectively
2. Strategic, out-of-the-box thinking
3. Excellent execution that helped manage cash flow for optimum business health
4. New business wins / or the creation of new business opportunities / new markets etc.
5. Stability of the organisation's business performance
6. Unquestionable leadership, motivation and support for their teams
7. Any other exceptional action, achievement or work that especially merits this award