The Sitecore Experience Awards (SEA) 2019 recognize brands that have built truly customer-centric digital experiences with Sitecore technology. The SEAs are awarded to Sitecore customers (and their partners), including customers of Stylelabs, now a Sitecore company, whose entries clearly demonstrate that their Sitecore solution delivers an outstanding experience for all users—whether partner developers, internal customer marketers, business and IT users, or end-user customers. Please be sure to consult the following SEA contest rules before submitting your entry, these SEA contest rules apply to each entry and to the contest as a whole.

Sitecore Experience Award categories

The 2019 SEA categories are:

- Best business outcome or return on investment (ROI) from a digital experience
- Best personalized customer experience
- Most innovative use of Sitecore as a Digital Experience Platform (DXP)
- Best commerce experience

The 2019 SEA winners will be recognized in the following regions:

- Americas
- UK
- Nordics
- Central & Eastern Europe
- Southern Europe
- MEA (Middle East & Africa)
- ANZ (Australia / New Zealand)
- Asia

Bonus category:

Ultimate Experience Award

Additionally, all entries will automatically be considered for the Ultimate Experience Award. Three winners will be selected from among the category winners, one each from the Sitecore geographies: Americas, EMEA, and APJ. The three Ultimate Experience Award winners will be invited to accept their awards on stage at Sitecore Symposium 2019 (with complimentary registration).

Please note:

- You may enter as many different categories as you like, with the same or different projects.
- There will be only one overall winner per category in each region listed above, regardless of industry, for a total of 32 winners maximum.
- The Ultimate Experience Award does not require a separate entry.
To increase your chances of being selected, please focus your time and effort on an excellent award entry, rather than on submitting multiple entries that lack measurable outcomes and results.

**General rules**

- The Sitecore Experience Awards recognize the most successful entries within each category, based upon the value criteria specified on the entry form for each category and ultimately as determined by the judges, as described below.

- All projects entered must have been implemented by a Sitecore Certified Partner or a Sitecore customer who has purchased a license from Sitecore.

- The SEA contest is subject to federal, state, and local laws and regulations and is void where prohibited by law.

- All projects entered must have gone live by 31 December 2018 or have demonstrated significant Sitecore enhancements as an evolving project during that period. Implementation must have occurred during that timeframe of any one or combination of Sitecore Experience Cloud™ products (version 8 and above), which include the Sitecore® Experience Platform™, Sitecore® Experience Manager, and/or Sitecore Experience Commerce™.

- Previous Sitecore Experience Award submissions can be entered if there is evidence of significant new performance data or enhancements during 2018 in an evolving project that were not available for inclusion in the original entry.

- Sitecore must receive all entries by 6:00 pm US Pacific Time on Friday, 10 May 2019. No extensions will be given.

- Winners will be announced on or before 30 August 2019 and will be notified by email.

- By entering a project for consideration for the SEA, entrants agree to the terms of Sitecore’s Privacy Policy, which informs SEA entrants of the types of information Sitecore collects, including the reason we collect such information, how we share it, and how we safeguard it. By submitting an entry form, entrants will be required to affirmatively consent to Sitecore’s use of entry form information to contact you, including by email communications from Sitecore, our affiliates, and authorized third parties from time to time pertaining to Sitecore’s business in accordance with our Privacy Policy.

- The content you submit on the entry form (either as a customer or as a partner on behalf of a customer) is considered approved for use by Sitecore for Sitecore’s marketing purposes. By submitting your entry form you are confirming that you have all necessary consents to submit information on behalf of the third parties featured in your submission (whether partners, customers or individuals), and you are confirming that such third parties are aware of and have agreed to the use of the submitted material for Sitecore marketing purposes. You understand that Sitecore may require you to produce evidence of such third-party consent in the form of a confirmation email from each such third party. You and your communications team will also have many opportunities to co-market your award win and/or customer success story with Sitecore.
which – at a minimum -- will include a spotlight profile repurposed from information in your entry.

- Each entry will be judged by a panel of sales, marketing, and customer service leadership within Sitecore from that entry’s region, based on the information provided in the entry form. There are eight regions and five judges within each region that will evaluate and approve all regional selections based on the below selection and scoring criteria.

- Sitecore reserves the right to change or remove categories prior to 30 April 2019.

- All entries will be automatically entered in the Ultimate Experience Award competition by default, and the Ultimate Experience Awards will be selected by a panel of four Sitecore senior executives. The winners in each of three geographies (Americas, EMEA, APJ) will receive one complimentary registration pass to attend Sitecore Symposium 2019 and will be invited to showcase their winning entry on stage. Note: For legal and regulatory compliance purposes, winners are responsible for their own travel expenses (airfare, hotel, etc.).

- In the event of a tie, judges will give greater weight to measurable business outcomes.

Prizes

There is no monetary prize for Sitecore Experience Award winners, and there is no cost to you to enter. Award winner benefits include:

- Customized logos that help you showcase your company as an esteemed, award-winning Sitecore customer and/or partner
- Recognition in our Sitecore Experience Award winners press release and associated case studies and promotions
- A personalized, engraved Sitecore Experience Award trophy
- A listing on the Sitecore Experience Award winners page of the Sitecore website
- For Ultimate Award winners, one complimentary registration pass to attend Sitecore Symposium 2019. Note: For legal and regulatory compliance purposes, winners are responsible for their own travel expenses (airfare, hotel, etc.).

Sitecore Experience Award selection criteria

For all categories, the entrant needs to show how it used its Sitecore solution, and where applicable, has made significant, measurable progress in terms of experience or content management for customers, business users, and stakeholders (often together with other business systems).

What defines customer experience?

Customer experience starts with the first interaction a consumer has with a brand, through browsing across channels, pre-purchase, purchase, post-purchase, and beyond to long-term customer engagement, loyalty, advocacy, and re-purchase.

Customers now want to engage with brands at any time, via the device or channel of their choice—online, mobile, or offline—and enjoy an integrated omnichannel experience that conveniently recognizes who they are, what they’ve viewed, what they put in their cart or bought, etc. This results in a personalized, relevant, and contextual experience in real time wherever the consumer is—whether they’re in a store, on
a customer service call, visiting a web page, or interacting with a digitally connected device. Ideally, a brand will develop an engagement plan for a specific customer, or a customer persona group, to ensure they always cater to the next step of the customer’s journey.

Using Sitecore Experience Cloud™ products, marketers benefit from bringing multiple, real-time data sources together to gain the insights they need to deliver personalized marketing with dynamic experiences that can change to suit the customer, with engagement plans and Sitecore Engagement Value-driven goals guiding the experience. By delivering the experience that matters most to their customers, marketers are rewarded with increasing Sitecore Engagement Value relevant to their organization, whether it is increased sales lead generation, downloads of a target publication, or sales value.

The experience extends to developers as well, who benefit from using Sitecore’s flexibility and scalability to help marketers, business users, and their customers to deliver rich, engaging experiences.

**Scoring criteria**

Entries will be judged on the value of their responses to the category-specific questions included in the entry form. Scoring criteria varies by category, as follows:

1. **Best business outcome or return on investment (ROI) from a digital experience**
   
   We’re not just looking for impressive achievements against defined goals and KPIs, but also evidence of measurable business results -- increasing sales, conversions, market share -- and factors such as reduced costs, streamlined processes and increased efficiency (e.g. using Stylelabs Content Marketing Hub) and expansion of operations, such as new countries and channels. Priority will also be given to customer experience metrics such as customer satisfaction, Sitecore Engagement Value, and Net Promoter Scores\(^2\), in recognition of the need to measure the experience that end customers receive. Digital web metrics will also be considered.

   **Please use the entry form to outline:**
   
   - Initial goals you defined for your project, and what business challenges you faced
   - The KPIs you used to measure outcomes
   - How you performed against KPIs, specifically

2. **Best personalized customer experience**

   Whether the experience is personalized according to user’s location, inbound channel, subsequent visits, content profiling, user journey, or multichannel interactions, etc., each interaction builds on the information collected from past interactions and adds increasing levels of value as the interaction continues. Personalization requires collecting and connecting customer interaction data from different channels or applications and delivering experiences based on what’s known about a visitor.

   **Please use the entry form to outline:**

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1 Sitecore Engagement Value is the measure of customer experience on your site through different channels.
2 Net Promoter Score is a management tool that can be used to gauge the loyalty of a brand’s customer relationships.
• What customer data or insights you’re collecting through your Sitecore implementation and/or from external applications to inform personalization (e.g., GeoIP, content profiling, device used, path analysis)
• How you’re connecting experiences across interactions and channels (screen captures welcome)
• How you’re using Sitecore xDB and/or EXM with other channels (e.g., social)
• How you’re designing personalization based on customer needs and to deliver customer value
• Use of journey maps and personas
• Key insights gained so far: please provide metrics, analytics, and Sitecore reporting screen captures as evidence, and highlight any results that have been unexpected or that directly influenced a change in the user experience (e.g., the creation of an app or a change in information architecture)
• Outline any testing and optimization of the personalized experience that you’re doing with Sitecore’s products, and any business metrics that can prove its impact on the bottom line (e.g., A/B testing, multivariate testing, two-way sales CRM integration.)

3. Most innovative use of Sitecore as a Digital Experience Platform (DXP)

For this category, Sitecore’s DXP is the driving technology that provides customer experiences, operational efficiencies, new revenue or expanded business reach as a result of solutions or new applications that were possible with Sitecore. Demonstrate the unique abilities of the Sitecore® Experience Platform™ for web content, commerce, email, personalization, optimization, and delivery of omnichannel experiences and digital touchpoints. The result for customers is convenience, time savings, added value, speed, and richness of experience which all should roll up to increased business impact.

Please use the entry form to outline:

• How is your project innovative? Did your project involve “next gen” applications like IOT, virtual or augmented reality, deep learning or artificial intelligence?
• Did your project involve incorporating emerging channels? Are you the first company in your market to deliver this experience?
• What drove the need to find a new solution? What did you want to do that wasn’t possible with the existing situation?
• Did you utilize Sitecore Experience Cloud to accelerate time to market or increase security?
• Did you unlock team efficiencies, decrease content publishing times, increase campaign efficiencies or meet demand spikes (e.g. using Stylelabs Content Marketing Hub)?
• What kind of operational efficiencies or significant growth did you realize as a result of the initiative?

4. Best commerce experience

Outline an experience in which web content, product content, and the shopping transaction are integrated across channels to produce a seamless shopping experience before, during, and after the transaction. Personalized experiences are given higher value. For example, visitors experience product
promotions based on previously viewed web pages, or they receive email or app notifications that recognize what they’ve already bought or put in their cart.

Please use the entry form to outline:

- How you designed your Sitecore Experience Commerce™ platform with the customer in mind (e.g., online-to-offline experiences) and how your implementation improves the shopping experience (e.g., real-time order management, discount and pricing management, personalized product content)
- How Sitecore’s commerce solution integrates with web content
- How you use the power of web content and e-commerce functionality to benefit both
- Tactics you use to optimize orders and average order value (e.g., optimization, personalization)
- How you use analytics insights—shopping cart conversions, cart abandonment reduction—to deliver new products/services or new omnichannel experiences

Entry forms are available at: sitecore.com/experience-awards

SEA timeline at a glance

- Submissions acceptance between March and April 2019
- Category winner notifications and announcements in August 2019
- Showcasing of Ultimate Experience Award winners at Sitecore Symposium 2019, November 5 – 7, 2019