# EMAIL MARKETING AUTOMATION SUMMIT AWARDS 2026

## CATEGORY: Email Marketing Automation Excellence

Do you have an impressive email marketing automation case? Then this award is for you. How do you ensure effective touchpoints, personalised content, and the right triggers that engage the recipient? All of this, of course, combined with smart data utilisation. Reward your hard work and that of your team by sharing your inspiring always-on email marketing automation flow. Your case does not have to be limited to email alone, but email should clearly form the foundation.

To keep the judging fair, simple, and organised, we ask you to submit your case using the fixed format outlined below. Please ensure that you follow this format; if your submission does not meet these criteria, it will NOT be considered by the jury. From all the submitted cases, the jury will nominate three that have a chance to win the Email Marketing Automation Summit Award 2026 in the Email Marketing Automation Excellence category. If your case is nominated, we will invite you to the jury day on May 12, 2026, to explain your case in a conversation with the jury. Additionally, we invite you to present your case at the DDMA Email Marketing Automation Summit on June 11, 2026, where the jury will announce the winner.

In this document, you will find the following:

1. General guidelines for your submission
2. Format for the campaign submission
3. Jury criteria
4. Schedule + communication points

We thank you for submitting your case and wish you the best of luck!

**GENERAL GUIDELINES**

- The deadline for submitting your case is **March 16, 2026, by 5:00 PM** at the latest. You can do this using the form on [this page](#).
- Submit your entry in Word or PDF format and adhere to the format below.
- Entries can be written in English or Dutch. PLEASE NOTE: In case of a nomination, the presentation on stage must be **in English**.
- There is a maximum of <u>6 pages in total, including images. Within these 6 pages, there is a maximum of one page for screenshots or images (see point 3.c.).</u> You can include up to 5 URLs where the jury can view visuals or expressions. Be concise, use bullets and/or lists as much as possible. Case descriptions that exceed 6 pages will not be considered in the judging.
- The campaign must be submitted with the advertiser/client's permission.
- The advertiser/client will engage in the conversation with the jury on the jury day and will be on stage during the Email Marketing Automation Summit 2026 to accept the Email Marketing Automation Summit Award 2026 in the Email Marketing Automation Excellence category, <u>not the agency</u>.

**FORMAT FOR CATEGORY EMAIL MARKETING AUTOMATION EXCELLENCE**
NB: Follow this format; deviating from it may lead to exclusion from participation.

1. INTRODUCTION

    a) Campaign name

    b) Organisation name (client)

    c) Contact person's details; full contact information including phone number (preferably mobile!) and email address. Explicitly indicate who can be communicated with by the jury and/or the DDMA Email Marketing Automation Summit organization.

    d) Approval for DDMA to publish the case (if necessary, in a modified form).

2. CONTENT

    a) Describe the reason why you developed the case: what problem was solved, what was needed, and how was this from a customer and/or organizational perspective? (mention any analysis, insights, research, data issues that underpinned this)

    b) Describe the target audience for which the automation was used and how data was used and available (or not, and how you solved that).

c) Provide a description of your email marketing automation. What data was used? What did the flow and content look like? What triggers and automatic follow-ups were there? What did the technology look like, what tools were used, what data exchange was necessary, etc. (preferably use a visual representation of the automation flow)?

d) Provide a clear, specific, and concrete description of the objectives. Be SMART!

e) Describe how the end result was achieved. What steps did you take in the development process, with which teams, colleagues, and any agencies involved? What obstacles and challenges did you encounter during this process? How did you overcome them?

f) Outline the budgets spent in broad terms and on what. What was outsourced and what was achieved independently internally?

g) Mention how data security is organized and how GDPR compliance has been verified for the use of personal data.

h) Share what makes the case special and what you are proud of.


3. RESULTS & CONCLUSION

a) Provide a comprehensive, preferably graphical, description of the results. Relate these to the objectives. The more concrete and detailed, the better the jury can assess the flow. Include graphs and summaries of email metrics, financial KPIs, and other KPIs such as customer sentiment, conversion, and attribution to other channels.

b) Specify the objectives in relation to the result; to what extent were they achieved?

c) Were there any less positive outcomes or results? How did these factor into the end result, or how did you anticipate them?

d) Include screenshots and URLs of the most important parts of the campaign, such as emails and/or landing pages.

e) How did you convince the rest of the organisation?

f) What were the key decisions and moments within the process?

g) What conclusions were drawn? What would you do differently next time, and what are the key learnings for future flows and for others in the industry?

4. ADDITIONAL INPUT
Information that you consider important for evaluating the campaign.

**JURY CRITERIA FOR CATEGORY: Email Marketing Automation Excellence**

1. **What techniques were used?**
The jury assesses the extent to which the applied techniques, structural use of AI (if applicable), data utilisation, or processes are effective and include innovative or noteworthy elements. Ongoing development and testing within a flow are also important. Interdependency within the flow, follow-up across multiple touchpoints, and the use of multiple channels are taken into account.

2. **What was the goal, and what result did you achieve?**
What was the scope of the case, and what results were achieved through the use of email marketing automation? What was the impact on performance or on internal processes and workflows? Are the results significant, and is there sufficient evidence of a positive effect?

3. **What obstacles and challenges were overcome?**
What was the intensity of the process and the complexity of the established flow and technology? What prerequisites needed to be created, and were adjustments made based on experiments or setbacks?

4. **Future-proof and potential**
The jury takes into account the potential of the submitted case. Is it scalable, reusable, and future-proof?

5. **Data is key**
Naturally, this case is primarily about data usage. How did you organize that? Which sources were used and unlocked? What choices did you make, and how did you make it practical and applicable?

6. **Budget vs. result**
How did the result compare to the budget in terms of money and time? What budget was available for this? How was it utilized, and how much time was invested?

## COMMUNICATION AND SCHEDULE

Below is an overview of what is expected of you and when you can expect communication from us.

- **March 16, 2026, by 5:00 PM**: Deadline for submitting entries via the form on the DDMA Email Marketing Automation Summit website.
- **April 2, 2026**: Nominees will be announced.
- **May 12, 2026**: Jury day at the DDMA office in Amsterdam.
- **June 11, 2026**: Short presentations by all nominees for the Email Marketing Automation Summit Awards 2026. Later that day, the awards will be presented at the DDMA Email Marketing Automation Summit 2026 at Circa Amsterdam.