



EMAIL MARKETING AUTOMATION SUMMIT AWARDS 2026

CATEGORY: Outstanding Email

This award is dedicated to recognising your most outstanding email marketing campaign. It is meant to honour every accomplishment, whether it involves a visually stunning design, innovative use of technology, or an exceptionally effective campaign.

With this award, we specifically emphasise the email channel's significance. Submissions may include a single email that should centre around a concept that has resulted in a valuable interaction via email between a brand and its intended audience.

We recommend submitting genuine automation cases in the Email Marketing Automation Excellence category. For everything else, we eagerly await your submission in this category.

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 professional jury will nominate three that have a chance to win the Email Marketing Automation Summit Award 2026 in the Outstanding Email 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:

- General guidelines for your submission
- Format for the campaign submission
- Jury criteria
- Schedule + communication points

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

By "outstanding email," we mean a one-time email, specific content elements in the email, or an email campaign with a few emails — a concept that has led to one or more valuable email contact moments between a brand and the intended audience.

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 [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 4 pages in total, including images. Within these 4 pages, there is a maximum of one page for screenshots or images (see point 3.c.). 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 4 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 Outstanding Email category, not the agency.

CASE FORMAT FOR THE CATEGORY OUTSTANDING EMAIL

NB: Follow this format; deviating from it may lead to exclusion from participation.

1. INTRODUCTION

- a) Campaign name
- b) Organisation name (client)
- c) Any involved agency
- d) 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.
- e) Approval for DDMA to publish the case (if necessary, in a modified form).

2. CONTENT

- a) Provide a comprehensive description of your case:
 - Background: What was the reason for creating the case or applying the technology or AI solution? Why did you choose this email and/or technology? What were the SMART objectives of the case?

- Solution: What did you create exactly? What does it look like? What content is included, and which elements are used? Provide a description of the tools, techniques, data, etc., that were applied.
- Process: What steps were taken? What optimizations occurred? Who was involved? Describe the steps taken with which teams and any agencies. What obstacles and challenges did you encounter during this process? What did the creative process look like?

- b) Describe especially why you believe this case should win, what you have achieved, and what sets it apart.
- c) Visualise as much as possible with examples and/or links, of the email that was sent.

3. RESULTS & CONCLUSION

- a) Detailed description of the results. Relate these to the objectives. The more concrete and comprehensive, the better the jury can evaluate the campaign. Include, for example, graphs showing email metrics (at a minimum, we expect opens, clicks, and conversions, but also bounces, unsubscribes, complaints, and anything else relevant), financial KPIs, other KPIs such as customer sentiment, conversion, and attribution to other channels.
- b) How was the recipient's experience, how was this tested, and what can you say specifically about it?
- c) Mention the budgets spent and on what, who was involved, and what you did yourself or had done.
- d) Specify the objectives in relation to the results; to what extent were they achieved?

4. EXTRA INPUT

Include information that you consider important for evaluating the campaign.

JURY CRITERIA FOR CATEGORY Outstanding Email

The jury evaluates the submission as a whole, and of course, the email or emails you have created and sent are of particular interest. Your enthusiasm is contagious to us. We also look at creativity, uniqueness of the case, beautiful and concrete results, clever techniques, or what you've done "under the hood." Digital accessibility and anything that inspires other (email) marketers also piques our interest. The use of data, personalisation, and thorough testing and optimisation naturally appeal to us as email enthusiasts. We understand that this award has a degree of subjectivity, but that's precisely what we, as a jury, stand for and embrace! Blow us away!

1. What's the "Wow" factor?

- Can we see why you're so enthusiastic?
- Do we notice innovative elements, clever applications, use of AI, beautiful emails, and/or very concrete results?
- The more you can answer "yes" to these questions and show us what you've done, and if we also become happy and enthusiastic about it, and the results are better than expected, the better your chances of winning.

2. How was the case developed?

- Who helped to create the case?
- Is there a strong ambition compared to the initial situation?
- Are your goals concrete, relevant, and ambitious?
- How did you test and optimise?
- Where did you learn and make adjustments?
- How did you use data?
- And what enabled you to do this mailing in this way?
- Did you make good choices regarding your target audience and provide a solid rationale for them?

We consider these aspects important and assess them. The more, the better! This could mean that it was tackled on a large scale with many people and parties involved, or conversely, you independently embarked on an unconventional path and achieved results!

3. What were the expectations beforehand, and how do they compare to the results?

- What have you genuinely learned, and what have you done with it?
- What went differently than expected, and how did you use it for improvement?
- What were your expectations, and what did it actually deliver?
- When was your email truly successful, and what result stands out for you as genuinely different from what's happening in the market?

- How do you inspire us and colleagues within and outside the email marketing field?

The jury assesses the extent to which these aspects were carefully considered and utilised.

4. How did the result relate to the budget in terms of money and time?

- What budget was available, how was it allocated, and how much time was invested
- Achieving something remarkable with limited time and budget naturally appeals to us, but it doesn't have to be the deciding factor.
- We closely examine the trade-offs and proportions here.

COMMUNICATION AND TIMELINE

For clarity, here's what is expected of you and when you can expect to hear from us. This way, you know exactly where you stand and when the nominations will be announced!

- **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 in the day, the awards will be presented at the DDMA Email Marketing Automation Summit 2026 in Circa Amsterdam.