

2020 Acquia Engage Awards: Submission Preparation Document

Use this 2020 Submission Preparation Document to make it easier for your team to draft, edit, and collaborate on your Acquia Engage Award Submission. All nominations must be submitted through the online [Acquia Engage Award Nomination Form](#).



Dreamers

Innovation in Open Marketing: We want to see proof that “if you dream it, you can build it.” How has your team made flexible, open solutions the core of your marketing strategy? We want to celebrate creative open marketing solutions that personalize, engage, and connect with customers.

- What customer gap were you working to close and what were the business goals for developing this project?
- What challenges were your organization aiming to solve for?
- What are the necessary steps (from strategy changes, to internal training and processes, to technology implementations) has your team made to better understand your customers, break down silos and deliver the experience your customers want -- and keep them coming back?
- How did you measurably move the needle with customers, resulting in a more positive perception of your brand among customers and increased satisfaction?
- What advantages were gained with Acquia solutions?

Best Personalization Practice in Action: Customer experience initiatives focused on delivering the right content to the right person to increase engagement and conversion. Everyone is talking about having the right data and the right content, but who is really doing it well?

- What were the business goals for developing this project?
- What challenges did your organization face before this project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Leader of the Pack: Organizations that are setting the bar for digital experiences in their field or industry.
→ Please select vertical: Financial Services / Healthcare / Higher Education / NGO / Public Sector / Commerce / Technology / Travel & Transportation / Media & Entertainment / Retail

- What were the business goals for developing this project?
- What digital challenges did your organization face before starting the project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Makers

Most Creative Response: As physical doors closed, digital doors opened. This spring, teams made quick decisions that impacted business, and changed the game. We want to showcase innovative change, quick pivots, and customer experiences that met shifting demands.

- What challenges and opportunities did world events bring to your organization?
- What was your approach? How did you plan to achieve your goals?
- How did your team act quickly; what pivots needed to be made?
- Please describe the key results that were achieved with this project. Specifically, what marketing objectives were achieved? How did you measure success across MQLs, site conversions and engagement?
- What advantages were gained with Acquia solutions?

Customer Data All Stars: Spotlighting organizations that are utilizing customer insights to build a single view of the customer. How are you using data to understand, acquire, and engage customers? We want to hear from organizations that are using AgilOne to drive customer lifetime value, return visits, loyalty, time to convert.

- What were the business goals for developing this project?
- What digital challenges did your organization face before starting the project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with AgilOne solutions?

Best Return on Investment: *Organizations that have implemented strategies that ensure governance and reduce cost and time-to-market...and have the results to prove it.*

- What were the business goals for developing this project?
- What digital challenges did your organization face before starting the project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Builders

Building A Better Tomorrow: Applauding organizations that used their platform to make a difference, provide essential resources for their communities, and design a new path forward.

- What did your business aim to provide for customers?
- What obstacles did your team need to quickly overcome?
- What was your approach? How did you plan to achieve your business goals?
- What essential information did you work to provide?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Quickest to Launch: Got things up and running at top speed in no time? We want to know how your team expertly leveraged Acquia to bring it from a vision to fruition, fast.

- What were the business goals for developing this project?
- What digital challenges did your organization face before starting the project?
- What was your approach? How did you plan to achieve your business goals?
- Please describe the key results that were achieved with this project.
- What advantages were gained with Acquia solutions?

Open Source Giants: Strongest contribution to the Drupal ecosystem, through Drupal.org or GitHub code contributions, event sponsorship, community mentorship, or technical excellence.

- What were the goals for developing this project?
- What was your approach? How did you plan to achieve your goals?
- Please describe the key results that were achieved with this project.
- What are the significant contributions your organization has made to Drupal, and how are other organizations benefiting from your contributions today?