



BEST LOYALTY DATA AGENCY / VENDOR OF THE YEAR

ENTRY FORM

SUMMARY:

This award will be awarded to the best loyalty data company in South Africa. Data agencies are encouraged to submit their achievements in data analytics for the brands they have worked with. They need to show skills in statistical analysis, market research, analytics, and programme performance measurements.

Please ensure your entries address the below criteria:

1. What is your core data analysis approach and/or market research capability?
2. Why is the data offering you deliver to clients so powerful? Explain with results
3. CRM/loyalty programme performance measurements of results + dashboard visualisation – delivered by your company for client success
4. Showcase your data compliance capability and experience operating under customer privacy legislation

AGENCY SUBMISSIONS (On behalf of clients)

If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.

WINNING PARAGRAPH (max 150 words):

(To be published should your entry receive recognition – permission must be granted in the declaration on page 2)

EXECUTIVE SUMMARY:

SAMPLE

HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:

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HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!



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