



# DIGITAL IMPACT AWARDS

2025

Contest rules





## Introduction

**The Sitecore Digital Impact Awards 2025** celebrate the companies shaping the future with Sitecore.

The Sitecore Digital Impact Awards (formerly Sitecore Experience Awards) honor organizations that are redefining what's possible with Sitecore technology—driving real business impact, delivering groundbreaking experiences, and setting new benchmarks in digital innovation.

The following contest rules apply to each Sitecore Digital Impact Award entry and to the contest as a whole.

# Award Categories

The 2025 Sitecore Digital Impact Award categories are:

1. **Business Impact Award** – Recognizing measurable business success powered by Sitecore
2. **Content & Experience Innovation Award** – Honoring transformative content and experience strategies
3. **Intelligent Tech Stack Award** – Recognizing modern, future-ready digital ecosystems
4. **Digital Experience Leadership Award** – Honoring visionary leaders driving digital transformation
5. **Innovative Use of Sitecore Award** – Celebrating groundbreaking, creative applications of Sitecore technology

The 2025 Digital Impact Award winners will be recognized globally.

Please note:

- You may enter as many different categories as you like, with the same or different projects, but each submission requires its own 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.







# Official rules

## General rules

- The Sitecore Digital Impact 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.
- All projects entered must have been implemented by a Sitecore Certified Partner or a Sitecore customer who has purchased a license from Sitecore.
- The Sitecore Digital Impact Awards 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 1 April 2025 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 products.
- Previous Sitecore Award submissions, including winning submissions, can be entered if there is evidence of significant new performance data since the previous entry.
- Sitecore must receive all entries by the 25th of May 2025.
- Winners will be notified via email before announcements are made.
- By entering a project for consideration for the Sitecore Digital Impact Awards, entrants agree to the terms of [Sitecore's Privacy Policy](#), which informs Award 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.

*Official rules cont'd*

- By submitting a project for consideration in the Digital Impact Awards, all entrants agree to comply with the [Anti-Bribery & Anti-Corruption Policy](#). This policy outlines the ethical standards, business practices, and behaviors required of all entrants. Compliance with this policy is mandatory not only during the project entry process but also as a condition of receiving any Prize. Entrants acknowledge and accept that any Prize awarded is contingent upon continued adherence to this 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 the 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.
- Sitecore reserves the right to change or remove categories prior to 1 May 2025.
- In the event of a tie, judges will give greater weight to measurable business outcomes.

## Prizes

There is no cost to enter the Sitecore Digital Impact Awards. Customers who are named Finalists will receive one free pass to the [2025 Sitecore SYMPOSIUM](#) conference. Award winner benefits include:

- Customized logos that help you showcase your company as an award-winning Sitecore customer and/or partner
- Recognition in our Sitecore Digital Impact Award winner promotional materials
- A listing on the Sitecore Digital Impact Award page of the Sitecore website
- A personalized, engraved Sitecore Digital Experience Award trophy





## Selection criteria

For all award categories, entries must show how Sitecore's platform was used to create measurable business impact. This could include improvements in customer engagement, internal efficiency, revenue growth, or a combination of all three.

Judges are looking for real outcomes. Show us how your solution delivered value to your business, your customers, and your broader ecosystem.

### **What defines a standout customer experience?**

Customer experience is no longer a single moment. From first interaction to long-term loyalty, it's a connected journey across every channel and device.

Today's customers expect brands to recognize them instantly. They want interactions that are personalized, relevant, and in context, whether they're browsing online, visiting a store, calling support, or using a digital product.

That's where Sitecore comes in. Our platform empowers businesses to deliver dynamic experiences, driven by real-time data, powered by insight, and tailored to the customer's intent. By delivering the experience that matters most to their customers, marketers are rewarded with increasing Sitecore Engagement Value relevant to their organization, guiding every step with engagement goals tied to what matters most: business results.

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.

### **Ready to show what you've built?**

We're looking for bold ideas, clear results, and powerful impact. If your team has used Sitecore to deliver something that made a real difference, this is your moment





## 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:

### **Business Impact Award**

Recognizing measurable business success powered by Sitecore.

This award celebrates organizations that have achieved significant, quantifiable business impact through their use of Sitecore solutions. Winning submissions will demonstrate measurable gains in:

- Revenue
- Profitability
- Efficiency
- Customer Engagement
- Retention
- Pipeline growth

Entrants should clearly show how these improvements resulted from Sitecore implementations.

### **Content & Experience Innovation Award**

Honoring transformative content and experience strategies

This category recognizes teams that have revolutionized their digital content and experience strategy with Sitecore. Successful applicants will showcase bold initiatives such as:

- Omnichannel personalization that delivers seamless, tailored customer experiences.
- Experience redesigns that elevate engagement and brand affinity.
- Content strategy and management improvements that drive efficiency and performance.

Entrants should demonstrate tangible business outcomes, including improved engagement, cost savings, or conversion growth.

### **Best Use of Data to Connect the Experience**

Stories showcasing organizational data to illustrate how they have used Sitecore to create a connected and successful customer experience.

*Scoring criteria cont'd*

## Intelligent Tech Stack Award

Recognizing modern, future-ready digital ecosystems

This award celebrates organizations that have modernized their tech stack to drive agility, scalability, and business growth. Submissions should highlight how companies have:

- Migrated, optimized, or expanded their CMS or Digital Experience Platform.
- Integrated AI, data, and automation to drive smarter decision-making.
- Created a centralized, composable, or headless architecture that supports future innovation.

## Digital Experience Leadership Award

Honoring visionary leaders driving digital transformation

This award recognizes individuals who have led transformative digital initiatives that delivered tangible business results. Whether it's through revenue growth, improved customer retention, or operational efficiency, these leaders are shaping the future of digital experiences.

Ideal candidates are executives or digital strategists who have:

- Led a high-impact Sitecore-powered transformation.
- Driven significant conversion rate improvements, self-service adoption, or customer engagement gains.
- Set new standards for digital experience excellence within their organization.

## Most Innovative Use of Sitecore Award

Celebrating groundbreaking, creative applications of Sitecore technology

This category honors teams that have pushed the boundaries of what's possible with Sitecore. If your organization has leveraged Sitecore in an unexpected, highly effective way to solve a critical business challenge, this is your moment to shine.

Winning use cases might include:

- Breakthrough AI-powered personalization that has transformed customer experiences.
- Innovative integrations that have unlocked new business models or revenue streams.
- Creative solutions that have driven significant operational efficiencies or cost reductions.

Ready to submit? [Enter here.](#)







## Have questions?

### Stay up to date or contact us

Sitecore Digital Impact Awards updates will be made on:

[sitecore.com/explore/customer-awards](https://sitecore.com/explore/customer-awards)

For any additional questions, please reach out to our team at:

[DigitalImpactAwards@sitecore.com](mailto:DigitalImpactAwards@sitecore.com)

# About Sitecore

Sitecore is a global leader in digital experience software, trusted by visionary brands like L'Oréal, Microsoft, and United Airlines to power their content lifecycle from content strategy to digital experience delivery. Our composable platform gives marketers and technologists the power to build together at global scale – harnessing content, data, personalization, and AI – to manage digital assets, create engaging content, understand customer intent, and deliver standout experiences across all touchpoints.

Discover more at [sitecore.com](https://sitecore.com).