

## Registration form

B2B Web Store of the Year Award



### Rules for participating in the 2022 B2B E-Commerce Awards

- The B2B E-Commerce Awards will be awarded to customers of Sana Commerce that have a live web store
- Submitted nominations must relate to a currently live e-commerce platform from Sana Commerce
- Sana Commerce customers can nominate themselves for a B2B E-Commerce Award via this registration form. A professional jury will assess all nominations.
- This nomination must be submitted by November 22, 2022. Submit your nomination (completed registration form + supporting evidence) via email to [awards@sana-commerce.com](mailto:awards@sana-commerce.com).
- We recommend supporting your nomination by including data and concrete initiatives. You may do so with pictures, screenshots and/or video
  - All winners of the B2B E-Commerce Awards 2021 were elaborate in their answers and documentation!
  - Please be clear when labeling supporting materials. E.g. "Our turnover increased by 10%, as can be seen on image "Analytics screenshot turnover 2022."
- You can enter as many categories as you like.
- The data submitted in the nomination will be used by the organization of the B2B E-Commerce Awards to substantiate why a Web store has been chosen for the top 3 (or as winner). By submitting this data, you understand that this data can be used in the award ceremony, on the webpage of the B2B E-Commerce Awards or on the social media pages of Sana Commerce.

### About the "B2B Web Store of the Year Award"

For this award, we are looking for an all-round successful B2B web store. We are keen to see web stores that are not only achieving sales results and internal and external adoption, but that are also showcasing innovation and focusing on the buyer experience. This includes strong design, efficient product navigation and customer focus.

## Nomination Registration form

To which company does this application apply?

What is the first and last name of the contact person for this case?

Please share your email address for correspondence.

On which phone number can we reach you? (We will only contact you via phone if necessary for the B2B E-commerce Awards)

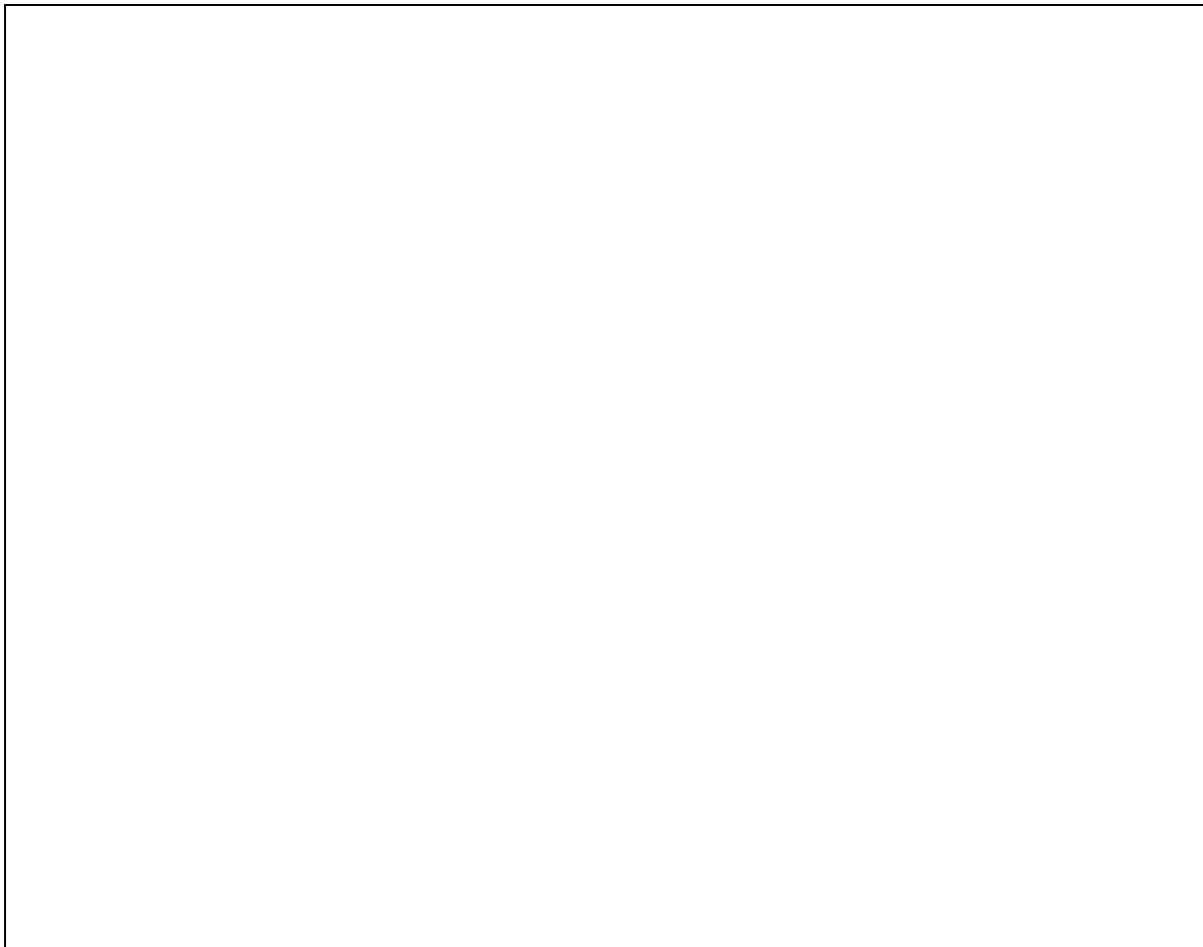
What is the URL of the web store for this nomination?

If the web store is (partly) closed, please provide awards@sana-commerce.com with a login so we can access the entire web store. Share the details in the field below.

When did your Sana Commerce web store go live?

What results have you achieved with your web store since going live?  
(Listed below you can find various factors to consider. But please feel free to add your own. Please be as specific as possible)

- Workload support department (phone orders/emails vs. web store)
- Internal efficiency
- Sales figures
- Order value
- Percentage of customers/orders via web store
- Margin of errors on orders
- Customer satisfaction or retention
- Traffic on web store

A large empty rectangular box with a thin black border, intended for the user to provide specific details and examples of results achieved with their web store.

Name a key highlight of your web store's success in the last 12 months. This can relate to buyer experience, sales, figures, adoption, etc.

Why would you describe your web store as innovative? (Describe internal or external projects, include features, etc)

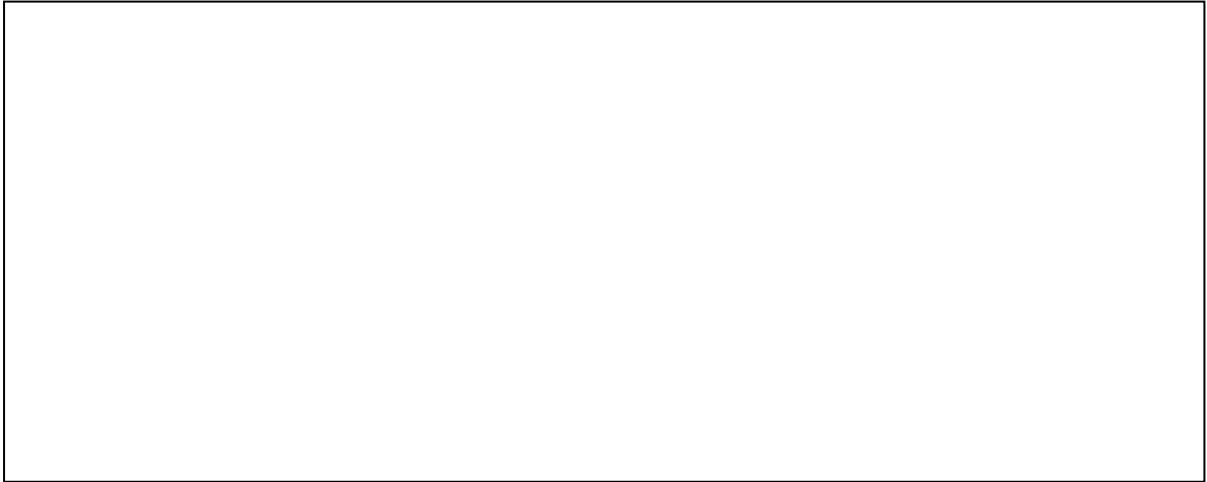
How have internal or external projects relating to innovating on your web store contributed to the success of your business?

In what ways have you ensured that your web store creates a smooth user experience for your buyers? (Include concrete examples, features, buyer quotes or feedback, screenshots etc)

How do customers get access quickly to the (relevant) information and products they are looking for?

How does the design of your web store contribute to a good user experience?

Compare your B2B web store to the web store of your biggest competitor. Why is your web store better (in terms of buyer experience, internal processes, design, transparency, features, speed, etc)?

A large, empty rectangular box with a thin black border, intended for the user to write their comparison of their B2B web store to their biggest competitor's.