



European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) along with any supporting files.

Please note all documents must be under 2MB.

- You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
- If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
- Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
- Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
- If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
- **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
- All entries should relate to work carried out between **March 2023 - July 2024**
- Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
- All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C's can be found here: <https://europeanagencyawards.com/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>
- Payment for all entries must be made at the time of submission.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Creative Clicks
Contact Name	Masa Urbanija

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

SECTION B – SELECT YOUR CATEGORY

Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated.

1. Best Social Media Campaign		Please complete section C
2. Best SEO Campaign		Please complete section C
3. Best PPC Campaign		Please complete section C
4. Best PR Campaign		Please complete section C
5. Best Not-for-Profit Campaign		Please complete section C
6. Best Marketing Campaign		Please complete section C
7. Best Integrated Campaign		Please complete section C
8. Best Event		Please complete section C
9. Best New Business Campaign		Please complete section C
10. Best Crisis Communications or Response Campaign		Please complete section C
11. Campaign Effectiveness Award		Please complete section C
12. Best Pan European Campaign		Please complete section C
13. Best Use of AI in Client Campaign		Please complete section C
14. Best AI Agency Software Solution		Please complete section C
15. Best Agency Culture		Please complete section D
16. Best Charitable/Corporate Social Response Initiative		Please complete section D
17. Best Culture Transformation Initiative		Please complete section D
18. Best Flexible Working Policy		Please complete section D
19. Best Inclusion and Diversity Initiative		Please complete section D
20. Rising Agency Star Award		Please complete section E
21. Best New Agency		Please complete section E
22. Digital Agency of the Year	X	Please complete section E

23. Media Buying Agency of the Year		Please complete section E
24. B2B Agency of the Year		Please complete section E
25. B2C Agency of the Year		Please complete section E
26. eCommerce Agency of the Year		Please complete section E
27. SEO Agency of the Year		Please complete section E
28. PPC Agency of the Year		Please complete section E
29. Integrated Search Agency of the Year		Please complete section E
30. Social Media Agency of the Year		Please complete section E
31. Marketing Agency of the Year		Please complete section E
32. Creative/Design Agency of the Year		Please complete section E
33. Advertising Agency of the Year		Please complete section E
34. CRO Agency of the Year		Please complete section E
35. UX Agency of the Year		Please complete section E
36. Independent Agency of the Year		Please complete section E
37. PR Agency of the Year		Please complete section E
38. Innovative Agency of the Year		Please complete section E
39. Integrated Agency of the Year		Please complete section E
40. Best Small Agency of the Year		Please complete section E
41. Best Large Agency of the Year		Please complete section E

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SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

Name of Nominee - Agency / Team / Rising Agency Star

Please keep this concise as it will appear on the website if you are shortlisted.

Creative Clicks

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

n/a

Contact email address of nominee (Rising Agency Star nominees only)

n/a

Contact phone number of nominee (Rising Agency Star nominees only)

n/a

Overview of the Agency / Team / Rising Agency Star nominee

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

Creative Clicks is a performance-driven marketing agency based in Amsterdam, comprising over 200 professionals from more than 30 nationalities who collectively speak 35+ languages. We empower brands, publishers, and marketers to engage global customers at scale through proprietary machine-learning technology. Our comprehensive marketing solutions harness real-time data insights, enhancing campaign effectiveness and client outcomes.

Our team is spread across six official offices worldwide, working closely and effectively together. This commitment to innovation and excellence is reflected in our industry-leading performance metrics. With a voluntary turnover rate of just 30% and an involuntary rate of only 10%, we have demonstrated our ability to adapt and evolve in a dynamic industry, retaining top talent and maintaining a stable, high-performing workforce. Our team's success is underpinned by a culture that embraces the mantra "One team, One dream!" This collaborative spirit drives us to set new benchmarks, continuously improve our processes, and deliver transformative solutions that exceed our clients' expectations.

Agency / Team / Rising Agency Star objectives (1-10 points)

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

We believe every team at Creative Clicks deserves recognition, especially the E-Commerce team. After proudly exceeding our goals for 2023, with more than 175,000 products sold and expanding into new markets like Germany, our E-Commerce team has set even higher benchmarks to continue driving our success and growth:

- **Geographic and Product Expansion:** Expand our presence in key European markets (Germany, Austria, France) by launching 40+ new products and introducing 4 new products monthly while maintaining control over the supply chain and fulfilment.
- **Brand Diversification:** Combine multiple product categories and make it easier for potential buyers to find our products, by reducing the drop-off rate.
- **Customer Retention:** Implement advanced cross-selling and up-selling email marketing strategies using industry-leading software to increase customer lifetime value.
- **Revenue Growth:** Target a 25% increase in revenue through innovative media buying strategies.

These goals are actionable plans that our team works towards daily, while remaining a full-service agency providing high-end media creations to support our affiliates' and partners' existing sales funnels.

Recent work example(s) (1-10 points)

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

Over the past year, our team has focused on optimizing the full marketing funnel, from media buying to customer retention. One notable example is our response to the global gas and energy crisis stemming from the conflict in Ukraine in 2022. In mid-2023, we introduced EcoHeat ([see URL](#)), an energy-efficient heating solution, strategically addressing market demand and showcasing our agility in product innovation. This initiative resulted in a 10% increase in top-line revenue by selling 750 heaters daily. Building on EcoHeat's success, we expanded our seasonal product strategies to include air coolers, humidifiers, and dehumidifiers, effectively tailoring our inventory to meet evolving consumer needs. Our team's expertise in supply chain management and end-to-end optimization allowed us to make agile changes that positively impacted the customer experience, from product sourcing to the final checkout.

Details of any recent achievements (1-10 points)

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

In 2023, our team launched an average of 2 products per month all while maintaining €16,5 million to €17,75 million in 2023. By overseeing the entire supply chain, we were able to make changes faster and more efficiently, ultimately helping to expand the presence of 45 product brands.

Details of any challenges faced and how these were overcome (1-10 points)

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

Before 2024, our focus on stand-alone products through clients' pages lacked traceability and failed to deliver the extreme results we knew were possible. Recognizing the need for a more strategic solution, we made the bold decision to create 6 of our own Shopify storefronts, specifically targeting the European Market. By developing our own storefronts, we've crafted highly optimized checkout experiences, with the goal of boosting sales and improving search visibility for our clients' offerings. The seamless integration with our search advertising campaigns will drive more qualified traffic and conversions. This evolution in our E-Commerce strategy is only the start of the continuation of enhancing our capabilities to empower clients in the competitive digital landscape.

In addition, managing stock levels for EcoHeat due to seasonal fluctuations was challenging. However, through robust teamwork and effective communication, we ensured optimal stock levels and drove substantial sales, turning these challenges into opportunities.

Why should your Agency / Team / Rising Agency Star win? (1-10 points)

Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?

As our E-Commerce Business Unit Manager highlights it best: "We base all of our decisions on data. Without utilizing data and predictive analysis, E-Commerce can become a money pit. That's why having access to your data, being able to analyze it correctly, and having a team that understands what it means, is so important. Data is something you can always trust."

The remarkable evolution of Creative Clicks' E-Commerce team stands as a testament to our quality and dedication. The project and quality of it not only reflects our company but every single individual behind it. As we continue to evolve and expand, we couldn't be prouder of the talented individuals who form the backbone of our success, driving Creative Clicks to new heights in the dynamic world of digital marketing.

We are driven by a commitment to continuous growth and measurable results. Our innovative, data-driven approach is at the core of everything we do, from launching new storefronts to expanding into fresh markets ensuring our clients come first. We prioritize our clients' success by adapting swiftly to their needs and market demands. Our team consistently strives to outperform competing networks, particularly in the realm of eCommerce, by boosting conversion rates and increasing average order values.

URLs

Mentioned URL example:

<https://get-ecoheat.com/v9/checkout>

Our ecommerce information page: <https://labelproducts.io/>

Please detail any supporting documents you are including as part of your submission
Optional – please upload to online entry portal when submitting this entry form

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