



**PLATFORM
PIONEER**

AWARDS

Launch Faster, Grow Bigger, Operate With Confidence, Partner to Win

Now accepting nominations!

At the 2022 Platform Pioneer Summit, Mirakl will recognize the Platform Pioneers and partners who are visionaries, innovators, and catalysts for change, both within their organizations and in their industries. The awards honor the retailers, manufacturers and wholesalers that have embraced the new eCommerce imperative and transformed their businesses, by operating their own enterprise marketplaces, and celebrate the marketplace partners who contribute to a thriving marketplace ecosystem.

Winners will be selected in four categories:

1. Launch Faster

This award honors Platform Pioneers whose marketplace strategies quickly delivered value for their organizations. Winners' marketplace strategies show rapid time to value, having an impact on the organization and the bottom line in a matter of months.

2. Grow Bigger

This award honors Platform Pioneers that have achieved hypergrowth with their marketplaces, showing strong year-over-year growth and strategies to pave the way for even more scale. Both retail and B2B Platform Pioneers with marketplaces that have been live for over 12 months are eligible for this award.

3. Operate with Confidence

This award honors Platform Pioneers that have shown a clear commitment to maximizing the benefits of the marketplace opportunity, and have embraced the essential strategies that accelerate growth with the enterprise marketplace model.

4. Partner to Win

This award honors Mirakl partners that have consistently supported and empowered Platform Pioneers in their mission to transform their businesses with enterprise marketplaces, and demonstrate an expert-level understanding of Mirakl's marketplace technology.

Apply: miraklsummit2022.com/awards





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Application Guidelines

Eligibility:

Mirakl-powered Marketplace operators

Any Mirakl client with a live marketplace operating on the Mirakl Marketplace Platform as of February 2022 is eligible for nomination. A Mirakl partner or employee may nominate an operator, but must obtain prior approval from that organization.

Applicants for the category “Grow Bigger” must have a marketplace that has been operational for at least 13 months.

Mirakl partners

Any organization that is an active Mirakl partner and has participated in at least 1 Mirakl-powered Marketplace implementation in the past year as of February 2022 is eligible for nomination in the “Partner to Win” category.

Submission:

- To be considered, completed nomination forms must be submitted by **April 8, 2022** for the **Paris Platform Pioneer Summit** and **April 29, 2022** for the **Boston Platform Pioneer Summit**.
- Clients can enter more than one category, but need to complete separate submission forms for each category.
- We encourage you to provide as much detail as possible, including metrics to support your nomination. Supporting documents (xls, ppt, visuals, etc) can be uploaded to the nomination form.
- You may be asked to provide additional information and/or visuals once your nomination has been reviewed.
- Information submitted with this application will be kept confidential, and will not be shared outside of Mirakl without prior approval.
- Winners will be notified prior to **Platform Pioneer Summit** and then will be announced on the Mirakl website and in social media after the event. Winners will be asked to give approval on all marketing materials, including blog, winner page, etc.

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Questions? Contact awards@mirakl.com

