

DBA Design Effectiveness Awards

Digital Media - Online Promotion: tips for evaluating effectiveness

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

- 1) Number of responses
- 2) Amount of product sold determined by clickthroughs and associate schemes

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.

Influencing factors

Entrants are asked to identify factors other than the design which could have influenced the design's success. Here are some examples specific to this category:

- 1) Advertising campaigns
- 2) PR/promotional activity