

2025 JUDGE COMMENTS

FASHION / APPAREL OR FOOTWEAR eCOMMERCE WEBSITE OF THE YEAR

WINNER
Vivobarefoot & Re:signal
vivobarefoot.com

Re:signal delivered an exceptional SEO-led strategy with impressive ROI and measurable revenue growth. They integrated SEO and PPC with structural and technical improvements, which aligned closely with user intent and drove significant organic revenue uplift.

FOOD & DRINK eCOMMERCE WEBSITE OF THE YEAR

WINNER
Digital Six & Oriental Mart
orientalmart.co.uk

This effectively addressed real customer challenges through innovative solutions like passwordless login and subscription management, which contributed to significant growth in orders, revenue, and subscriptions. Their well-considered checkout improvements and sleek boutique interface enhanced both user experience and operational efficiency, showcasing a clear strategic vision and strong execution.

SUBSCRIPTION WEBSITE / SERVICE OF THE YEAR

WINNER
KPS Digital and Milk & More
milkandmore.co.uk

KPS Digital delivered an impactful multi-channel transformation of a legacy brand, combining strategic insight with technical expertise. The initiative led to a substantial decrease in P1 incidents, enhanced scalability, and a carefully reimaged user journey, demonstrating both operational excellence and tangible business value.

BEAUTY, HEALTH & WELLBEING eCOMMERCE WEBSITE OF THE YEAR

WINNER
The Pixel & Science in Sport

Their compelling integration of educational content and commerce set them apart in a competitive market. Advanced personalisation through Adobe Real-Time CDP, the SIS+ loyalty program, and a thoughtfully designed, engaging website positioned this premium platform for strong growth in the health and performance nutrition space.

BEAUTY, HEALTH & WELLBEING eCOMMERCE WEBSITE OF THE YEAR

SILVER
Herd & Customer First Digital
Cutting through the noise with Face the Future

This personalised skincare eCommerce platform impressed with innovations like the AI-powered Skin Care Finder and INCI Explainer, delivering measurable impact. Strong revenue growth, remarkable international expansion, and a user-friendly, beautifully designed site make it a standout example of strategic execution and innovation.

DIY, HOME, FURNITURE & INTERIOR DESIGN eCOMMERCE WEBSITE OF THE YEAR

WINNER
The Pixel & Farrow & Ball

As an eCommerce store in the interiors space, the resulting website is luxurious, feature-rich, and designed to drive conversions. Despite significant technical complexity, the team delivered outstanding results backed by clear reporting, inspirational editorial content, user-generated contributions, and integrated social feeds further enhanced trust and customer confidence.

SPORTS, LEISURE, TOYS eCOMMERCE WEBSITE OF THE YEAR

SPONSORED BY
bloomreach

WINNER
Green Man Gaming
greenmangaming.com

Green Man Gaming delivered a comprehensive strategy backed by detailed audience insights. Innovative tactics which included dynamic pricing and effective use of paid search, social, email, affiliates, and placements, ensured broad reach and engagement. Strong testimonials from all three publishers underscore the trust, satisfaction, and measurable impact of the work.

B2B eCOMMERCE WEBSITE OF THE YEAR

SPONSORED BY
Commerce

WINNER
The Pixel & KCS Education

The Pixel showcased customer insights driving iterative improvements, a digital-first transformation, and strong results with clear metrics. Their high customer satisfaction and effective collaboration between The Pixel & KCS highlighted a well-executed and impactful strategy.

B2C eCOMMERCE WEBSITE OF THE YEAR

SPONSORED BY
Commerce

WINNER
The Pixel & Arlo & Jacob

They delivered a seamless bridge between in-store and online experiences, with tactile brought to life through strong implementation, innovation, and creativity. The campaign showcased excellent integration of online and offline UX to elevate the customer experience and shift brand perception. The gifting flows and boutique experience stood out, and the sustainability initiatives were particularly impressive.

eCOMMERCE STARTUP WEBSITE OF THE YEAR

WINNER
Cloudpillo
cloudpillo.co.uk

Cloudpillo presented a unique product experiencing rapid, impressive growth. With a 100-day sleep trial, effective A/B testing, and strong conversion and acquisition rates, it clearly demonstrated both innovation and performance. In such a competitive market, it's great to see their strategy and marketing approach delivering real success.

UK eCOMMERCE WEBSITE OF THE YEAR

SPONSORED BY
athos commerce

WINNER
The Pixel & Farrow & Ball

The Pixel paired a clear strategic vision and well-defined target audiences with innovative, creative execution. Their standout use of AI-driven personalisation, a visually striking website, and an intuitive customer journey have delivered strong and measurable results.

UK eCOMMERCE WEBSITE OF THE YEAR

SPONSORED BY
athos commerce

SILVER
AS Watson & The Perfume Shop

AS Watson effectively leveraged brand pillars to shape a clear and focused strategy brought to life through strong implementation, innovation, and creativity. The campaign showcased excellent integration of online and offline UX to elevate the customer experience and shift brand perception. The gifting flows and boutique experience stood out, and the sustainability initiatives were particularly impressive.

INTERNATIONAL / EXPORT WEBSITE OF THE YEAR

SPONSORED BY
PayPal

WINNER
Explora Journeys
explorajourneys.com

Explora Journeys stood out with its stunning website that expertly showcases the premium elements of the brand. The ability to build global capability within a year is particularly impressive. It's a beautifully crafted site that perfectly speaks to the high-end cruise consumer.

UK USER EXPERIENCE OF THE YEAR

WINNER
Real Agency & Carlsberg Britvic
plenishdrinks.com

Real Agency delivered meaningful innovation that streamlines purchasing and saves time. A strong replatforming effort, passwordless login, subscription management, and a robust tech stack paired with a clean, visually engaging website, effectively communicated the brand's health-focused mission and guided users effortlessly through the experience.

OMNICHANNEL EXPERIENCE OF THE YEAR

WINNER
Havas Market & Harman
First Doesn't Follow: JBL's Omnichannel Strategy to Rehumanise Retail and Drive Real Results

They delivered a bold, data-driven omnichannel campaign featuring strong KPIs and innovative first-to-market activations. Their seamless integration of audience insights, retailer partnerships, and performance outcomes demonstrated a customer-centric, scalable model for modern commerce.

ACCESSIBLE eCOMMERCE WEBSITE OF THE YEAR

IN ASSOCIATION WITH
R N I B

WINNER
DotCentric & Karndean Designflooring
karndean.com

DotCentric showcased a clear, company-wide dedication to accessibility, placing the website at the centre of this commitment. Through strong planning, a rigorous testing framework, and an innovative, automated design system, they deliver exceptional user experience without compromise, making accessibility a key driver of both impact and quality.

PAYMENT SOLUTIONS TECHNOLOGY AWARD

WINNER
Checkout.com
Intelligent Acceptance

A clear and well-articulated campaign showcased how the technology enhances previous solutions. By reducing false declines, it drove higher revenue, supported international expansion, and earned adoption by major brands, delivering both significant impact and enterprise-level reliability.

eCOMMERCE INNOVATION AWARD

SPONSORED BY
GLASS ATLAS

WINNER
Birl
Resale Made Easy

Birl demonstrated bold price positioning with no upfront costs, making it a clear choice for brands to test. Supporting a wide range of tech stacks and backed by fantastic metrics, they tackled a real business problem with a strong commercial approach. The loyalty focus, paired with a beautifully crafted UX, made this a standout success.

eCOMMERCE SOFTWARE OR EXTENSION OF THE YEAR

WINNER
Type Global
typeglobal.com – Software known as “type” which is an abbreviation of Track your parcels easily

A smart, scalable solution featuring clean UX and AI-powered automation that reduced process time from minutes to seconds. With no upfront costs, seamless OMS integration, and an attractive pay-per-success model, it delivered real value, especially for new and mid-sized players without logistics automation.

BEST B2B TECHNOLOGY SOLUTION

SPONSORED BY
GLASS ATLAS

WINNER
Patchworks

Patchworks presented a genuinely innovative iPaaS solution, enabling white-labeled integrations and addressing major ecommerce challenges. Their strong customer results and clear explanations of complex concepts highlighted its commercial impact and positioned PoweredBy as a true innovation in commerce integration.

BEST USE OF AI FOR eCOMMERCE

WINNER
Upp.ai & B&Q
Best use of AI for eCommerce

Upp.ai addressed a challenge that many brands faced with the rise of PMAX, providing greater control and visibility. The approach is especially impressive as the cost is a percentage of spend, making the solution accessible to businesses of all sizes. An impressively smart, practical solution with clear impact.

BEST USE OF AI FOR eCOMMERCE

SILVER
RevLifter
AI-Powered Intelligent Offers Platform

RevLifter presented a solid platform with a strong managed service and a differentiated strategic approach. The AI's ability to know when not to act is a particularly powerful positioning. A great idea that effectively solves a real problem faced by many retailers, making it both innovative and highly practical.

BEST AI eCOMMERCE SOFTWARE SOLUTION

WINNER
Salesfire
Salesfire AI

Salesfire AI provided SMEs with an all-in-one AI solution that balances growth and efficiency, making advanced personalisation accessible at a competitive price. Its integrated approach simplified technology while solving multiple eCommerce challenges, delivering a clear market impact.

BEST eCOMMERCE SEO CAMPAIGN

SPONSORED BY
GLASS ATLAS

WINNER
Wolfenden & Tiger
From Shed Loads of Keywords to Market Leader

This campaign impressed us with clear objectives, measurable impact, and smart use of EEAT and SERP best practices. The creative customer stories, excellent audience profiling, and strong visuals, combined with an authentic strategy, delivered results that truly speak for themselves.

BEST eCOMMERCE PPC CAMPAIGN

SPONSORED BY
Confect

WINNER
One-Two Digital & BlindsbyPost

Blinding eCommerce Results

This campaign was well-crafted and insightful, the stages of the funnel were mapped out effectively, providing strong structure and flow. The score framework added a smart, evaluative lens, and the emphasis on profit rather than revenue demonstrated real strategic depth.

eCOMMERCE SOCIAL CAMPAIGN OF THE YEAR

WINNER
One-Two & Growth Society & Stellar

Turning up the Heat on Paid Social

One-Two blended stunning creative with a well-executed seasonal campaign, strategic planning, and deep client collaboration. Their attribution modelling demonstrated that data maturity and a cooperative approach fuelled responsive, high-impact decisions, leading to targets being exceeded across all paid channels.

eCOMMERCE SEASONAL CAMPAIGN OF THE YEAR

WINNER
One-Two Digital & VonHaus

A Summer of Success

An impressively detailed campaign with comprehensive tracking of all targeted metrics and effective management of challenges like seasonality and competition. A deep understanding of seasonal shopping behaviours ensured media alignment with consumer intent, making this a standout example of precision and execution.

APP OF THE YEAR

WINNER
AS Watson & Superdrug App

AS Watson integrated advanced AR and AI technologies with robust loyalty features to deliver a personalised, engaging shopping experience. Impressive innovations like AR makeup trials, real-time inventory syncing, and accessible design combined to create a seamless omnichannel experience, helping the Superdrug app stand out in a competitive market.

SUSTAINABILITY AWARD

WINNER
AS Watson & The Perfume Shop

This campaign showcased an innovative approach through the introduction of an environmental audit, reflecting a forward-thinking commitment to sustainability. It's inspiring to see a company not only acknowledge but actively address this challenge with clear intent. Paired with a thoughtful focus on sustainability and loyalty, the concept stood out as both impactful and progressive.

UK eCOMMERCE EMERGING TALENT AWARD

WINNER
Niall Palmer
Havas Market UK

Niall's contributions exemplify dedication, commercial impact, and innovative thinking. Their leadership in AMC, talent development, and the Havas Platform programme highlights their influence and excellence extending well beyond their core responsibilities.

UK eCOMMERCE IN-HOUSE TEAM OF THE YEAR

WINNER
Green Man Gaming

Green Man Gaming demonstrated impressive performance, managing a wide range of diverse projects and stakeholders with skill. They balanced internal and external achievements, clearly addressed challenges with multiple actions, and showcased great initiatives and positivity during market uncertainty.

UK eCOMMERCE SMALL AGENCY OF THE YEAR

WINNER
One-Two Digital

One-Two Digital showcased remarkable achievements for a lean four-person team, with strong client retention and measurable results. Their clear objectives, solid financial performance, and a culture of excellence underpin their recent work and strategic client acquisitions.

UK eCOMMERCE MEDIUM AGENCY OF THE YEAR

SPONSORED BY
PIMENTO.

WINNER
Blend Commerce

Blend Commerce impressed us with its focused proposition and a rigorous experimentation process that was both easy to understand and replicate. The team's clarity of focus and strong project planning were evident throughout, driving excellent results not only internally but also for clients.

UK eCOMMERCE MEDIUM AGENCY OF THE YEAR

SILVER
Heur

Heur tells a compelling story of success achieved in challenging times. The objectives are not only clear and measurable but also show strong discipline in execution. What really sets them apart is the novel approach to the agency model, which has delivered significant and demonstrable impact for their customers.

SPONSORED BY
PIMENTO.

UK eCOMMERCE LARGE AGENCY OF THE YEAR

WINNER
fusefabric

They delivered a compelling mix of technical depth, innovation, and commercial impact. Rapid growth, high-calibre clients, proprietary tools and seamless Shopify integrations show they are shaping the market, not just following it. Strong retention metrics and a thriving internal culture further underline the agency's exceptional performance and influence.

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