

# BEST RETAIL CASES

# CHECKLIST



## WELCOME

- 🔍 CASE SHOW-PLATFORM
- ★ AWARDS

**SUBMIT IN NORTH AMERICA**

# SHOW YOUR USE-CASE



## OUR MISSION

24/7

**SHOWS CUSTOMER SOLUTIONS FOR THE RETAIL SECTOR!**

## 3 OPTIONS HOW TO SHOW YOUR USE-CASE



**Cases database & company listing**

LIST - FIND -  
RATE

Be visible for 1 year



**Award Participation & Distinction**

SUBMIT - VOTE -  
WIN

receive a coveted seal



**Theme Events & various meetings**

ONLINE - PRESENT -  
NETWORK

obtain leads

# WHAT WE DO



**1** WE BRING ATTENTION TO YOUR PRODUCT  
- SHOW YOUR CASE AND PUBLISH IN OUR  
NEWSLETTER AND BLOG

**2** WE PUBLISH YOUR STORY IN DIFFER-  
ENT CHANNELS, WE WORK TOGETHER  
WITH DIFFERENT MEDIA PUBLISHERS

**3** WE MAKE DIFFERENT HYBRID AND ON-  
LINE EVENTS - ON-DEMAND WE TELL  
YOUR STORY FOR 1 YEAR

**4** WE MAKE PARTNER-OFFERS FOR 6  
OR 12 MONTHS TO BRING YOU LEADS  
AND ATTENTION IN YOUR TARGET



**PRESENT YOU**

[www.bestretailcases.com](http://www.bestretailcases.com)

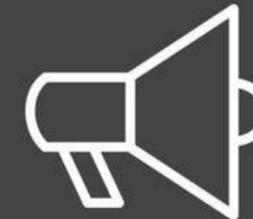


**WE SPEAK ABOUT IT**

Social Media, Blogs and other media



**WE GIVE YOU DATABASE**



**WE COMMUNICATE YOUR PRODUCT**

# COMPANY & CASE LIST



The **Best Retail Cases** honors the **companies** and **highlights the use-case stories** currently being used by the retail industry.

## ONE YEAR PRESENTATION COMPANY / USE-CASE

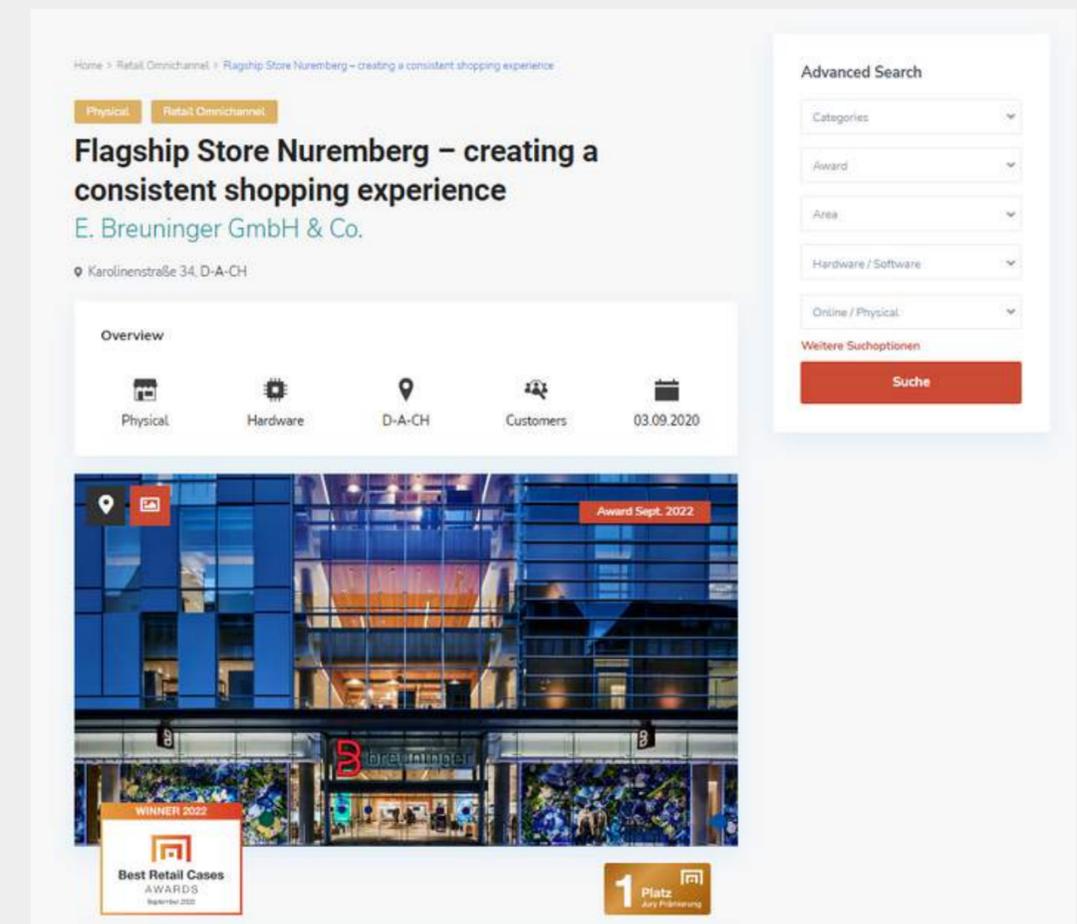


Cases database & company listing

LIST - FIND - RATE

Be visible for 1 year

- More visibility with users and media
- Promotion of cases via partner media
- Presentation via social media, newsletter
- Get a seal that winners can place in our top rankings
- 1 year listing on the platform



# AWARD PARTICIPATION

The **Best Retail Cases Award** honors the **best solutions** currently being used by the retail industry.

A **selected media jury** closely examines the cases submitted and selects its favorites. **Users also vote** for their favorite cases in a separate **online top 10 ranking**.

## JURY-AWARD



10 evaluating  
Journalists | market  
presenter



## USER-AWARD



6,500 user-voter  
in 2022



**more attention**



## Best Retail Cases AWARDS

## YOUR BENEFITS

- More visibility with users and media
- Promotion of cases via partner media
- Presentation via social media, newsletter
- Get a seal that winners can place in our top rankings
- 1 year listing on the platform

# AWARD ROUNDS



**Best Retail Cases**  
AWARDS

## SUBMIT IN THESE CATEGORIES:

[CLICK HERE FOR A LISTING OF THE JURY MEMBERS](#)

Retail Technology

Retail Marketing & Service

Retail Omnichannel

Retail Store Design

eCommerce

[WWW.BESTRetailCASES.COM](http://WWW.BESTRetailCASES.COM)

## AWARD NORTH AMERICA

### Q4 - Q1 2023: AROUND NRF NEW YORK JANUARY

- Use-Case submission: until 5th January 2023
- Jury-Award Winner at NRF 2023: 16th January
- User-Voting: 7th January until end of February
- Voting-Award Winner: 28th February (online-ceremony)

### Q2-Q3 2023: AROUND RETAIL LOCO MINNEAPOLIS

- Topics: Drive traffic to stores, loyalty, digital ads, pos solutions
- Use-Case submission: until 29th April 2023
- Jury-Award Winner: June 2023
- User-Voting: hole May 2023
- Voting-Award Winner: June 2023

# REGISTRATION

## 1. STEP



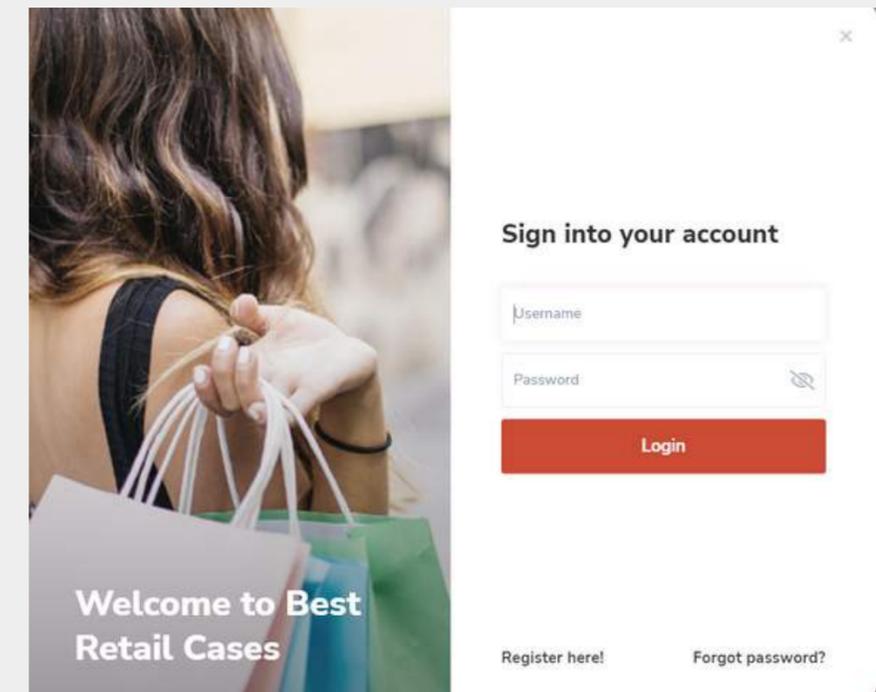
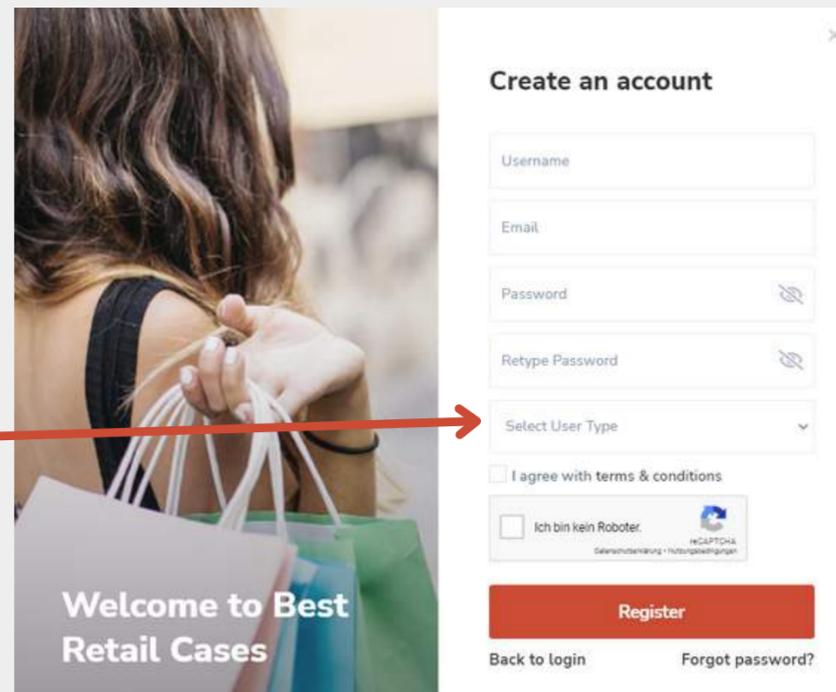
### 1. STEP - REGISTER / LOGIN

- Click on "Login" on the navigation bar. If you do not have an account, you must register first.



### IMPORTANT FOR REGISTRATION

- Register with your company name and other data. Select "Company" under "User type" and create your account. You create a company account. Later you can create the employee accounts.
- Then log in with your previously entered data.



YOU DONT HAVE AN ACCOUNT? DONT KNOW YOUR PASSWORD?



# DASHBOARD



## 2. STEP - DASHBOARD OVERVIEW

- You will now land in the **dashboard**, here you can manage and edit your account and cases.

## NEXT STEP - YOUR COMPANY PROFILE

- Next, click on "My Profile" to complete your company details and upload a company logo.

A screenshot of a user dashboard. On the left is a sidebar with navigation items: Dashboard, My Profile (highlighted in purple), My Cases List, Add New Case, Favorites, Saved Searches, My Invoices, Add New Employee, Employees List, Inbox (with a red notification bubble), CRM, and Logout. The main content area shows a welcome message for Mehmet Dede, MaxMustermann, followed by the title "Dashboard – Profile Page". Below the title are instructions: "Fill in the contact information of your company.", "Place into a category and indicate your location.", "Also add a meaningful description of your company.", and "Please upload your logo." The form is divided into two sections: "Contact Information" and "Social Information". The "Contact Information" section includes fields for Company Name (filled with "MaxMustermann"), Phone, Email (filled with "m.dede11prozent@gmail.com"), Mobile, Skype, Languages, Opening Hours, and HubSpot Api Key. The "Social Information" section includes fields for Facebook Url and Instagram Url.

Registration

Profile setup

Submit your case

Award participation

More features

# COMPANY PROFILE



## 3. STEP - COMPANY PROFILE

- Complete your **company profile with contact details and your social media channels**. The description of the company should be at least **300 characters**.
- Upload a company logo with a resolution of at least **500 pixels in 2:1 format**. Make sure the image has a **solid color background enough space to the corners**.
- **Select a retail category** that your company fits into and include your company's headquarters.

Welcome, Mehmet Dede, MaxMustermann

### Dashboard – Profile Page

- Fill in the **contact information** of your company.
- Place into a **category** and indicate **your location**.
- Also add a **meaningful description** of your company.
- Please **upload your logo**.

**COMPANY LOGO**

Photo

Upload Profile Image.

\*minimum 500px x 500px

**Contact Information**

Company Name: MaxMustermann

Phone: [input field]

Email: m.dede11prozent@gmail.com

Mobile: [input field]

Skype: [input field]

Languages: [input field]

Opening Hours: [input field]

HubSpot Api Key: [input field]

**Social Information**

Facebook Url: [input field]

Instagram Url: [input field]

# COMPANY PROFILE



YOUR CASES



## Channable

Address: Warschauer Platz 11-13, 10245 Berlin, Germany  
Email: support@channable.com

Website: www.channable.de

Contact Us



YOUR COMPANY PROFILE

Home > Channable

### About Us

Channable is the guidepost in a complex e-commerce world. The combination of data feed management & SEA tool offers e-commerce merchants and agencies the possibility to manage and optimise price comparison sites, affiliates or social media advertising, as well as marketplaces and SEA activities centrally in one place.

With Channable's Feed Management & SEA tool, you can easily import your items from your shop system via plugin or combine different data sources. Optimise and filter your product data in the tool to send it precisely to more than 2500 marketing channels worldwide.

The backbone of Channable are simple IF-THEN rules that can be used to add information to the feed, exclude products, optimise titles and much more. A quality check of the optimised feed shows you what information Channable has identified as missing for the channel before exporting.

With Channable's SEA tool, you create thousands of dynamic text ads for Google Ads and Microsoft Advertising based on your product data feed. Rule-based actions optimise the feed information and use it for relevant ads and keywords. With Channable's ad templates, you automatically have a variety of ads for your product portfolio. The creation of an automated shopping campaign structure is also supported in Channable's SEA tool.

Retail E-Commerce

The screenshot displays a website interface with two main sections. The top section, titled 'YOUR CASES', features a navigation bar with 'All (2)' and 'Online (2)'. Below this, there are two case study cards. The first card is for 'RITUALS...' and is categorized under 'Retail Marketing & Service'. It features a woman in a white dress on a beach and is titled 'Feed Management und SEA Automatisierung Channable'. The second card is for 'SUITABLE' and is categorized under 'Retail E-Commerce'. It features a man in a suit and is titled 'Automatisierte ROAS-basierte Struktur für SEA-Kampagnen Suitable'. Below the cards is a 'Load More Cases' button. The bottom section is titled 'Our Contact Persons' and features a profile card for Jill Kiwitt, which includes a photo and the text '4 cases' and 'Jill Kiwitt'. A red arrow points from the 'YOUR EMPLOYEES' text to the profile card.

YOUR EMPLOYEES



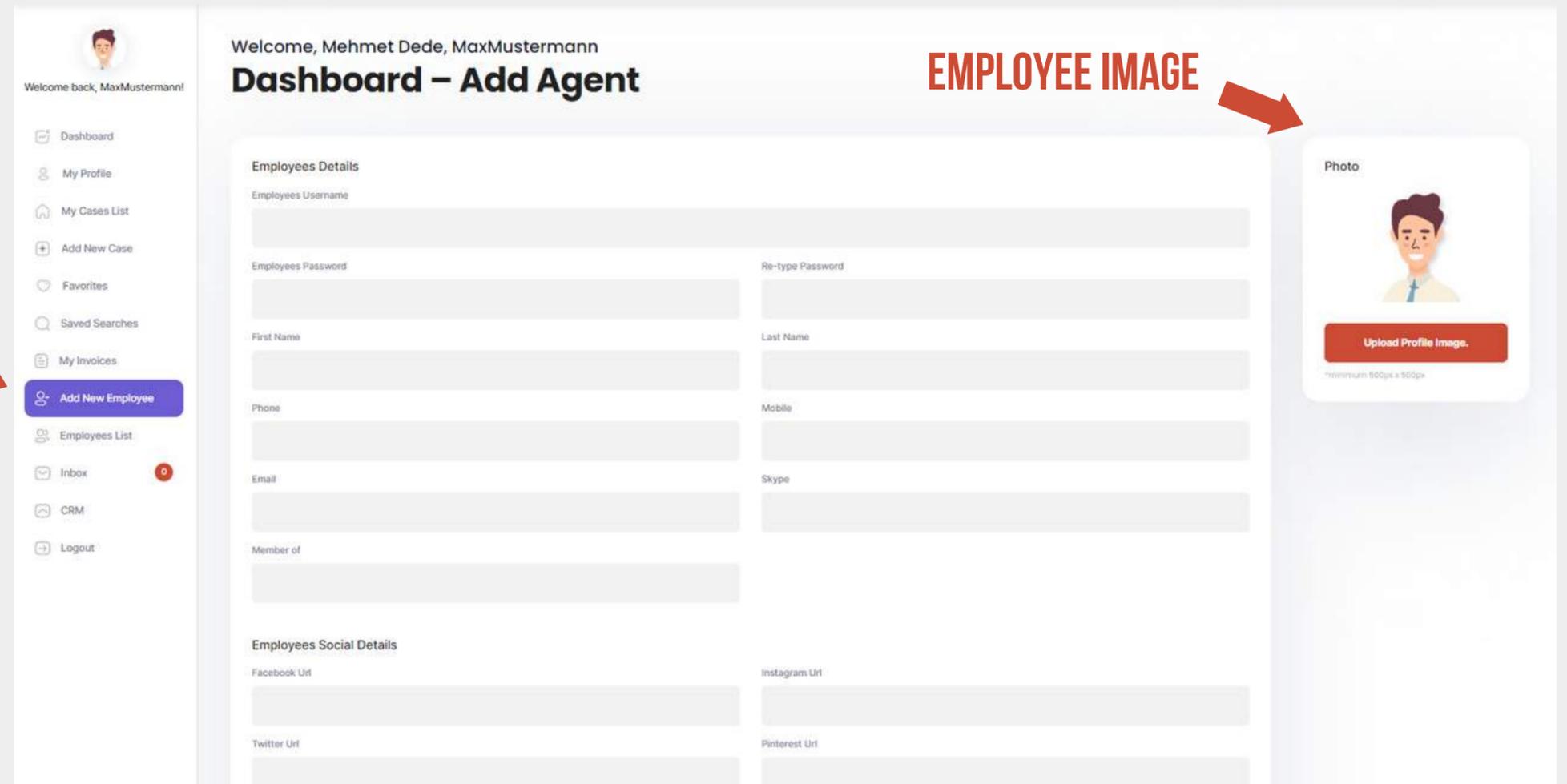
# EMPLOYEES

## 4. STEP - ADDING EMPLOYEES

- Your company needs **min. 1 max. 3** **employee** listings, which can be added in this section.
- The **employees** are **contact persons** to whom the users and visitors of the platform can turn to.

### IMPORTANT:

- Fill in the contact details and agent details as completely as possible. Select an e-mail address and a password to be assigned to the employee. Do not forget to add a personal picture.

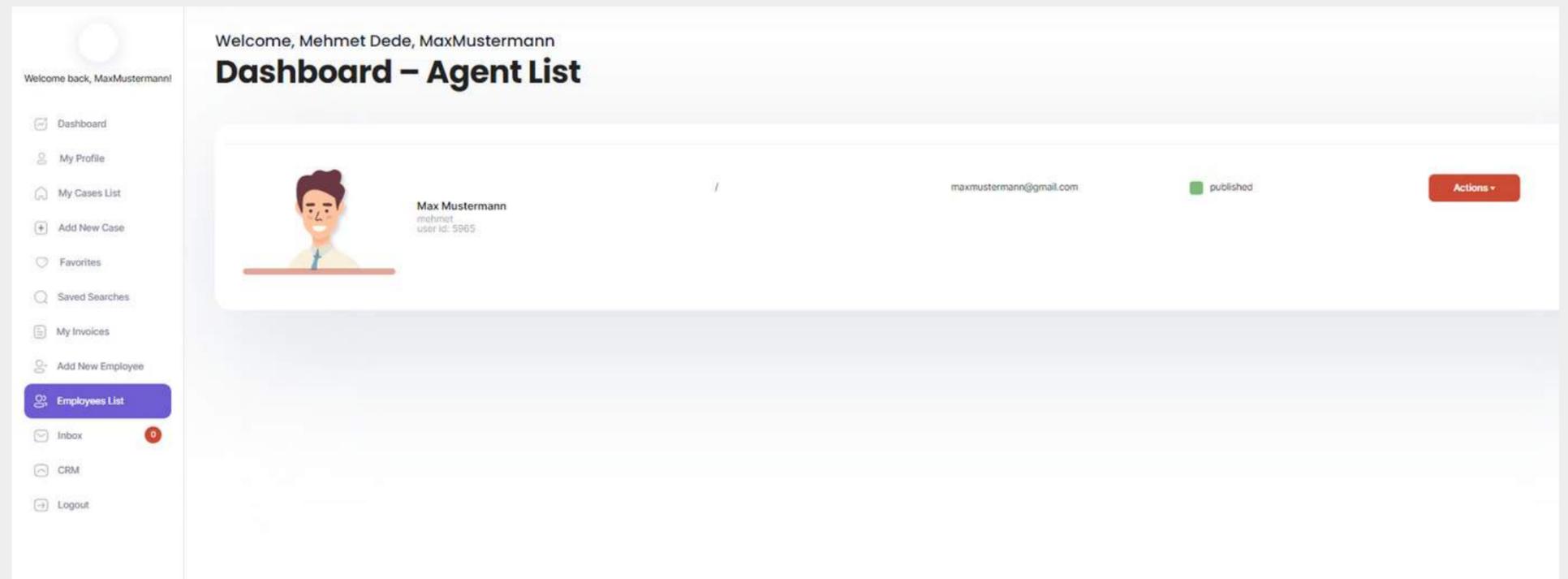


# EMPLOYEE LIST



## MANAGE EMPLOYEES

- This list provides you with an overview of your created employees.
- You can edit or remove your employees here.



# CASE CHECKLIST



## WHAT YOU NEED FOR THE CASE SUBMISSION:

Share this checklist with the appropriate people:  
<https://bestretailcases.com/checklist/>

## LINK ONLINE CHECKLIST

<https://bestretailcases.com/checklist/>

Here is a **brief summary:**

- Now fill in all text fields to **submit your case**. In addition to a meaningful name, provide a detailed description. The use case needs the name of the retailer, manufacturer or for which industry the use case was implemented.
- Assign your case to a **main category**, you can also choose **subcategories later on**.
- On the right side add a **meaningful header image**. Under Image Gallery you can upload more photos.

A screenshot of the Best Retail Cases web application showing the case submission form. The form is divided into several sections: "Case Description" with a mandatory title field and a rich text editor; "Select Categories" with dropdown menus for "Category" and "Listed in"; "Case Location" with a dropdown for "Area"; another "Case Location" section with fields for "Address", "County / State", "City", "Zip", and "Country"; "Case Media" with a "Select Media" button and instructions; "Image Gallery" with an "Add Another Image" button; "Virtual Tour" with a text input field; and "Video Option" with a dropdown for "Video from" and an "Embed Video ID" field. A sidebar on the left contains navigation links like "Dashboard", "My Profile", "My Cases List", "Add New Case", "Favorites", "Saved Searches", "My Invoices", "Add New Employee", "Employees List", "Inbox", "CRM", and "Logout".

Registration

Profile setup

Submit your case

Award participation

More features

# SUBMIT CASE



- Enter **the name and location of the dealer / manufacturer**. If it is an online platform, please enter "online" here.
- Optionally you can **link a video** on the right side. Video's are mostly helpful for the case description and the jury.
- Now enter further details about your case. **The more detailed the information, the easier it is for users** and the media to understand your case.
- Your Case description should at least have **500** characters or even more.
- If you want to share **different files like PDFs** please use a hyperlink in the description
- In the case details, please also indicate the **award round to which you would like to submit your case**. Also place the case in the correct award category here.
- Select multiple **subcategories** from the list that describe your case.
- **After the case has been submitted, it still needs to be confirmed or approved by our team.**

Here you will find more detailed information and CHECKLIST what is required: <https://bestretailcases.com/checklist/>

# USE-CASES

## THIS IS HOW THE CASES ARE PRESENTED

- After you have entered your case or one already exists on our platform, you can view the case.
- In the example on the right you can see the layout for a completed case on our platform.

CASE PREVIEW



**Digitales Qualitätsmanagement für den Handel per App**  
**Lünig Gruppe**  
Das Start-up x2-solutions beendet mit der MCL App die Zettelwirtschaft auf der Verkaufsflä ...

x2 solutions Deutschland

THE FULL CASE PAGE



**Digitales Qualitätsmanagement für den Handel per App**  
Rietberg, D-A-CH

**Advanced Search**  
Categories, Award, Area, Hardware / Software, Online / Physical, Weitere Suchoptionen, Suche

**Übersicht**  
Aktualisiert am: Februar 4, 2022

**Beschreibung**  
Das Start-up x2-solutions beendet mit der MCL App die Zettelwirtschaft auf der Verkaufsfläche und unterstützt stationäre Einzelhändler dabei, ihr Qualitätsmanagement zu digitalisieren und die interne Kommunikation zu steuern. Die App unterstützt per Tablet oder Handy die Umsetzung und Dokumentation von wichtigen Qualitätsmaßnahmen – von Hygiene- über Unternehmensvorgaben bis hin zur Schulung oder Einarbeitung neuer Mitarbeiter. Notwendige Dokumente lassen sich digital in der App hinterlegen, sodass z. B. die HACCP-Ordner der Vergangenheit angehören. Aufgaben können damit direkt zugeteilt und ihre Bearbeitung getrackt werden, wodurch Arbeitsschritte jederzeit nachvollziehbar sind. Per PC-Interface erhält man einen detaillierten Statusbericht sowie eine zentrale Übersicht der Dokumentationen. Zentrale Maßnahmen können so geplant und ihre Umsetzung gesteuert werden – ohne Eingriff in bestehende IT-Systeme.

**Adresse Händler**  
Stadt: Rietberg, Area: D-A-CH, Landkreis: DACH, Europe, PLZ: 33397, Land: Germany, In Google Maps öffnen

**Über die Lösung**  
Case-ID: 33007, User ranking: Not Available, Jury Ranking: Not Available, Technology: Handy-Tablet-Desktop, Name of the Retailer / Brand where the solution is installed: Lünig Gruppe, Name of the solution / product: digitales Qualitätsmanagement für den Handel, Retailer or Brand Website: www.luenig.de, For customers or employees (front- or backend): Customers, Hardware, software or service: Software, Live since: 2018-06-30, Description of the project goal / motivation [max. 500 characters]: Digitales Aufgaben-, Project scope / implementation activities [max. 500 characters]: App runterladen – Testen – Anpassen an



Registration

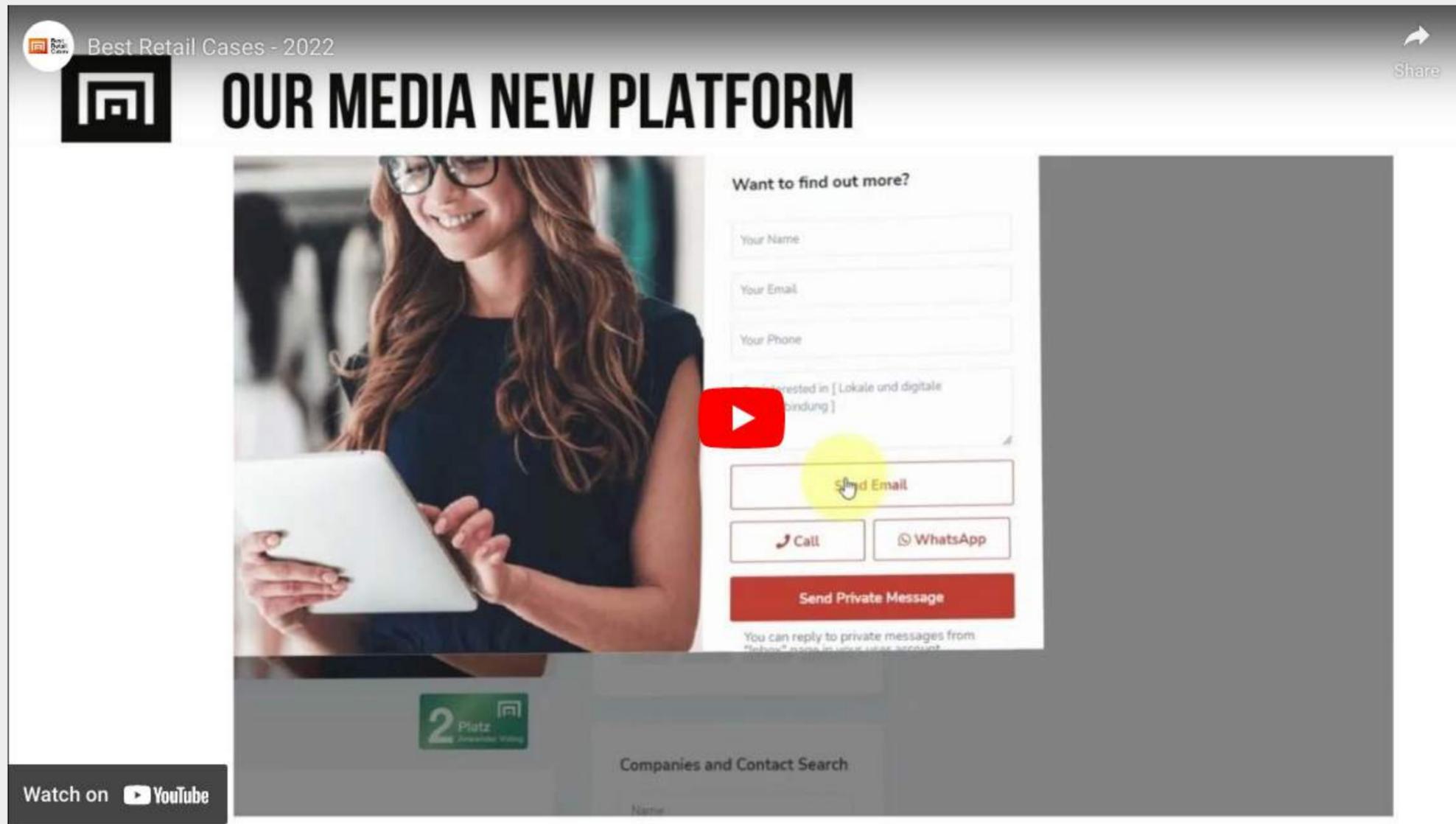
Profile setup

Submit your case

Award participation

More features

# PLATFORM-VIDEO



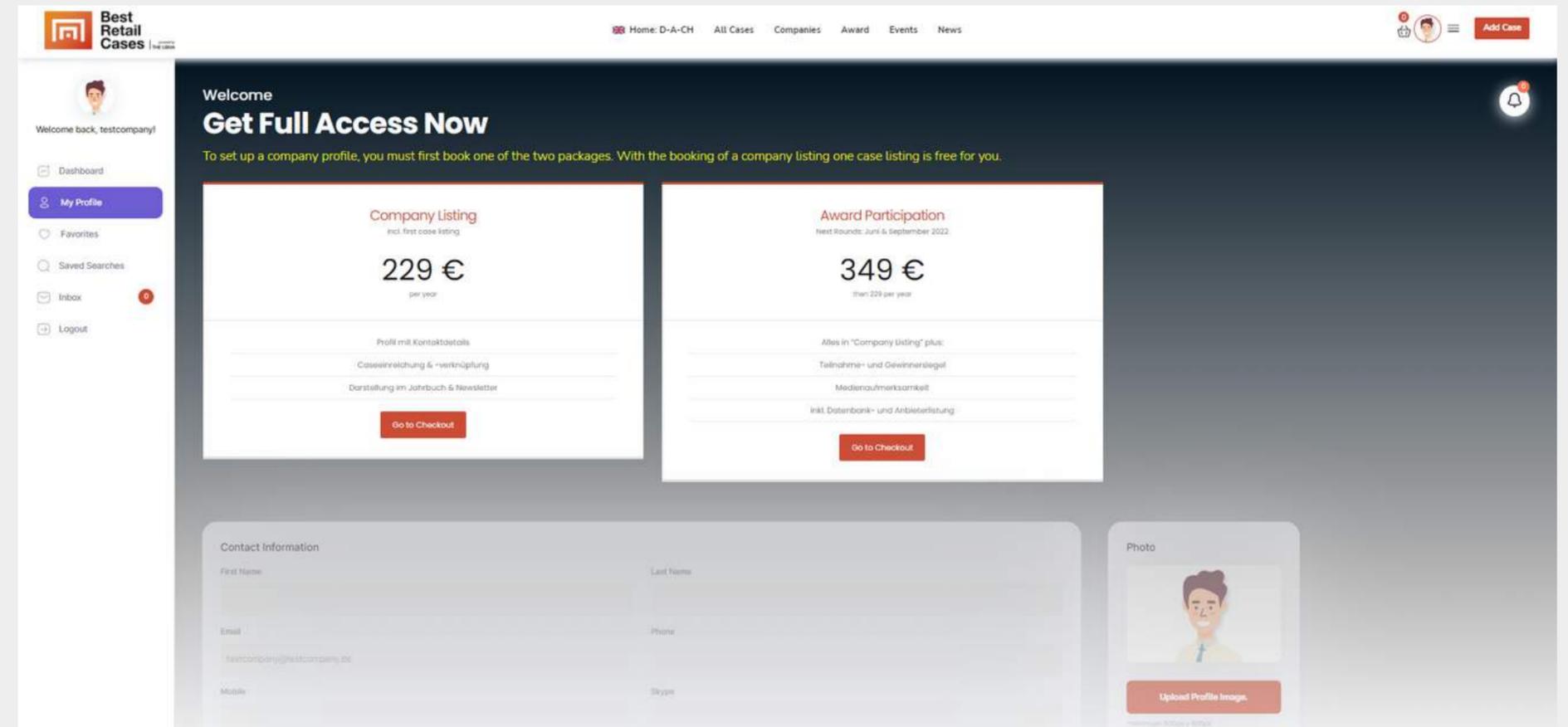
<https://youtu.be/LUzwQ0G9A6M>

# PAY & LIST



## 5. STEP - SUBMIT YOUR CASE

- To add a new case, you have to book the "Company Listing" once.
- **ALTERNATIVELY**, you can directly book the "Award Participation" for your first case in order to submit it for the competition. This is where the best solutions currently being used by retailers are awarded in a high-profile way.
- **If you have booked one of the two packages, the annual fee is \$229.** You can cancel the subscription at any time in your dashboard.
- If you are **already a customer** of our platform, you can **submit new cases directly**. Continue to the next page.



**NEXT STEP: ADD MORE CASES / CHECKOUT**

Registration

Profile setup

Submit your case

Award participation

More features

# PAY & LIST



## NEXT STEP: PARTICIPATE IN THE AWARD WITH MORE CASES

- If you are **already a customer** of our platform or would like to **submit a second case** for the award, you can **book another award participation** under "My Case List".
- Only after booking, your case will be activated for **the award**.
- Follow the instructions on the next pages

**YOU DECIDE HOW MANY CASES YOU WANT TO SUBMIT FOR THE AWARD**

**NEXT STEP: CHECKOUT**

Registration

Profile setup

Submit your case

Award participation

More features

# CONTACT

**YOU HAVE FURTHER QUESTIONS?  
WE WILL BE GLAD TO HELP YOU:**

✉ [america@bestretailcases.com](mailto:america@bestretailcases.com)

☎ **Asif Khan**, [asif@theLBMA.services](mailto:asif@theLBMA.services)  
(+1) 416 564 4820

Carsten Szameitat, [carsten@theLBMA.services](mailto:carsten@theLBMA.services)

🌐 [www.bestretailcases.com](http://www.bestretailcases.com)

