

2026

Powered by
 **THE LBMA**
location based marketing association



**Best
Retail
Cases**

CHECKLIST

SUBMIT YOUR USE-CASE STORY

WELCOME



USE-CASE SHOW-PLATFORM

Platform present Use-Cases & Companies
Retailer-Industry search for solutions around the world



AWARDS - GET A SEAL

EUROPE | DACH | NORTHAMERICA



CONNECTOR & STORYTELLING

EVENTS | PRE-SALES MARKETING



**Informs you about solutions in
physical and online Retail**

Find out about the best installations and solutions in national and international retail.

Vote for your favorite case or simply show the world what you have to offer.

WHAT WE DO

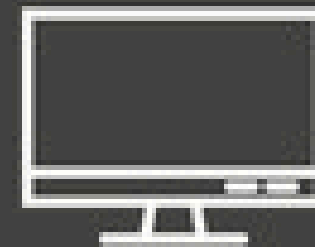


1 WE BRING ATTENTION TO YOUR PRODUCT
- SHOW YOUR CASE AND PUBLISH IN OUR
NEWSLETTER AND BLOG

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

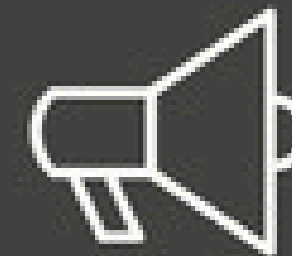


WE SPEAK ABOUT IT

Social Media, Blogs and other media



WE GIVE YOU DATABASE



WE COMMUNICATE YOUR PRODUCT

OUR REACHES - WE PRESENT YOU >>>

128,000 Podcast-Listener

36,000 Newsletter-Readers

+6,000 Use-Case seacher on our platform

Various **Social-Media** posts

COMPANY & CASE LIST



The **Best Retail Cases** show platform honors the **companies** and highlights the **use-case stories** examples of applications.

Use-Case stories always answers the question: What did the solution do for your customer?



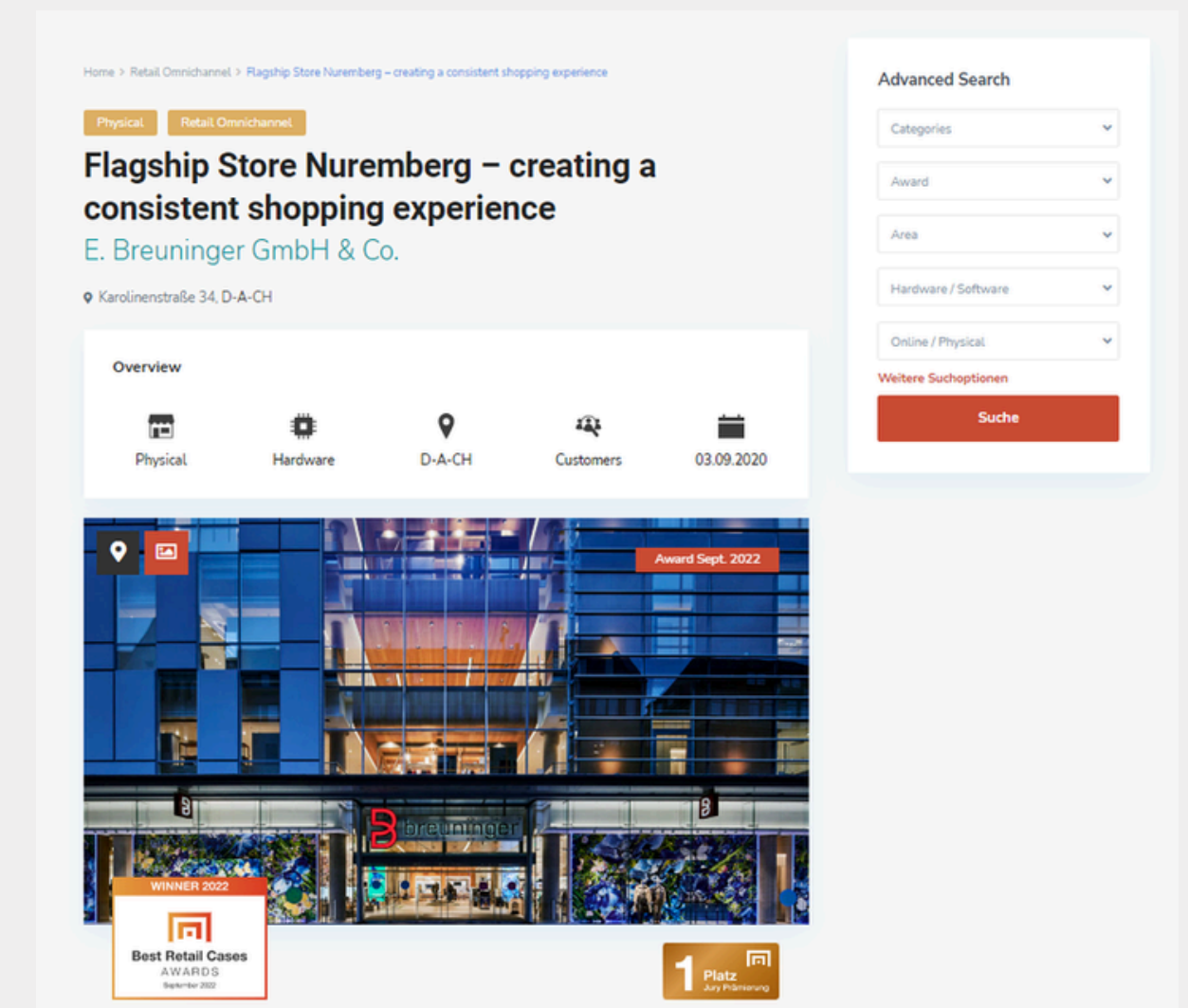
ONE YEAR PRESENTATION COMPANY / USE-CASE / SOLUTIONS AROUND FAIR

Use-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 ROUNDS

CLICK & SEE >> [DECEMBER 2025 ROUND](#)

AWARD DACH 2026

GERMAN SPEAKING COUNTRIES BIG SHOW

- Use-Case submission: **until end of Aug / first week Sep. 2026**
- **Use-Case** presentation & voting marathon: September
- **Jury-Award & Voting-Winner:** start of October 2026, Berlin
- See the main categories on the right. Then we split them into different sub-categories to obtain a Best Retail Cases seal.

Your Value & Benefits:

- Presentation at the “Best Retail Cases Day” ,
- Your use-case will be listed on Best Retail Cases, featured to 36,000 readers, 128.000 podcast listener together with a yearbook guide-online.

*SHOW your
Customer-Story
36,000
readers*

490 EUR

per use-case listing
award & communication

CLICK HERE: ALL JURY MEMBERS - 18 EDITORS - 10 EXPERTS



Best Retail Cases AWARDS

SUBMIT IN THESE CATEGORIES:

Retail Technology

Retail Marketing & Service

Retail Omnichannel

Retail Store Design

eCommerce

AWARDS EUROPE 2026 AROUND NRF EUROPE, PARIS

- Use-Case submission: **until end of August 2026**
- **Jury-Award Winner** at NRF 2026 September
- User-Voting: **September 2026**

AWARD PARTICIPATION



The **Best Retail Cases Award** honors various **best solutions** stories 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**.



Best Retail Cases AWARDS

JURY-AWARD



*Get your
seal*

+20
journalists &
market presenter



RANKING in 5 categories,
each with places 1-5
(depending on submissions)

VOTE
FOR CASES



USER-AWARD

*Extra
attention &
seal*

We present stories to
36,000 readers.
**but your chance to
collect extra votes**



EXTRA RANKING
The use-case with the most votes
take the win
(5 categories - place 1 and 2)

YOUR BENEFITS

- More visibility by users and with 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

QUESTIONS

SOLUTION STORIES SHOULD ANSWER

Question for Best Retail CasesAward

For the first time, you have the opportunity to **showcase your innovation on our high-reach** platform! Submit your solution now – **in just 30 minutes** – and we will feature it on the Best Retail Cases platform around a side of EuroShop, NRF, K5, E-Commerce Berlin Expo and more ...

- **Summary:** How would you describe your solution in two sentence?
- **USP / Uniqueness:** What makes your solution special or unique?
- **Benefits & Innovations:** What specific advantages does your solution offer?
- **Implementation:** How easy is it to implement the technology or service?
- **Target Audience / Use Case:** For which retailers or brands is the solution applicable?
- Links, Video's and pictures

NOTE: Retailer for Jury Award Europe: Name a specific retailer for your submission (only required for the Jury Award). Not needed for presentation or public voting.



Best Retail Cases

FOR A LOW PRICE (490 EUR)

*Get your
high quality
attention and a
ranking-seal*

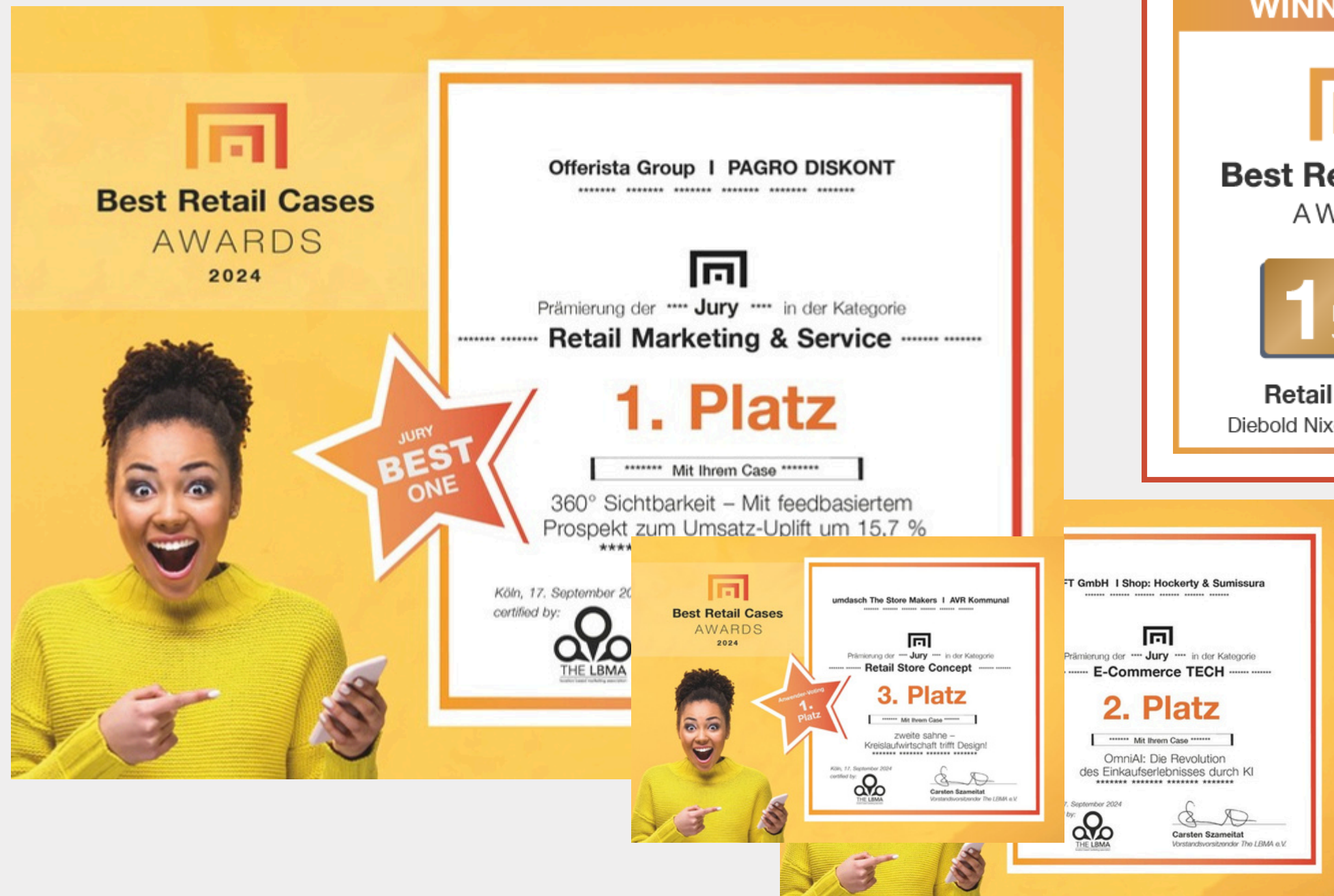
SUBMIT YOUR STORY

GET A SEAL!

Across various **ranking processes**, almost everyone secures a seal of excellence...



Best Retail Cases AWARDS



SO ...TELL YOUR CUSTOMER STORY...

... and show **why your clients celebrate your solution**. What kind of success lies behind it!

TERMS OF USE AND PARTICIPATION

EXTRA NOTE ONLY FOR AWARD PARTICIPATION

6. Rights of use

By **submitting a Best Retail Case, participants** agree to the jury reviewing and evaluating the submitted entries. In the event of a nomination, the competition participants grant the organizers the unlimited right to use the entry in any form for the purposes of conducting, publicizing, and evaluating the competition and accompanying public relations measures, such as the creation of videos, press releases, online campaigns on websites and social networks, etc., and to publish these on internal and external websites, in print publications, and in any other media.

6.a. Rights of use when seals are awarded

At the same time, the winning participants receive the right to use a seal in physical and digital form, a certificate, video material, and an evaluation table. **A one-time fee of EUR 300 to 450 will be charged** for the provision of the seal, the logo applicable for use by both submitting parties (provider and customer), and the creation of video and advertising material for publication. This fee will be invoiced to the data address of the submitting parties.

[CLICK HERE](#)



490 EUR

per case and award participation

AND YOU A GET A SEAL

one-time usage fee and advertising materials per case
between 300 - 450 EUR

[HTTPS://BESTRETAILCASES.COM/ADD-CASE](https://bestretailcases.com/add-case)

[SUBMIT NOW](#)

REGISTRATION

1. STEP

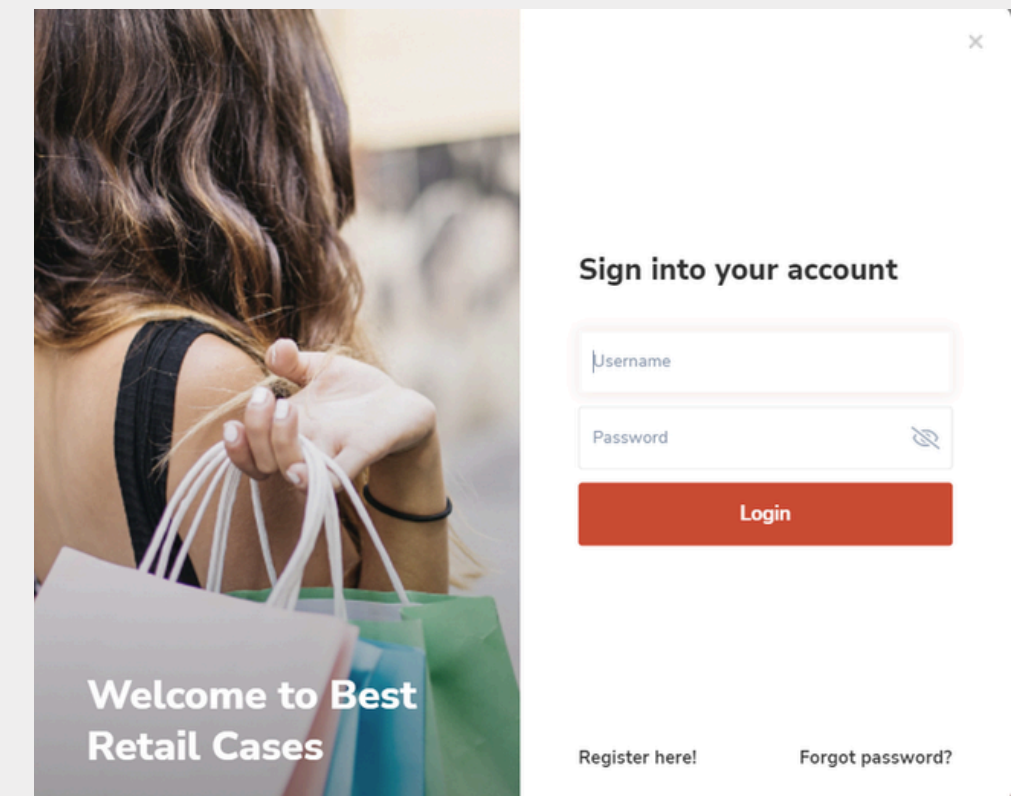
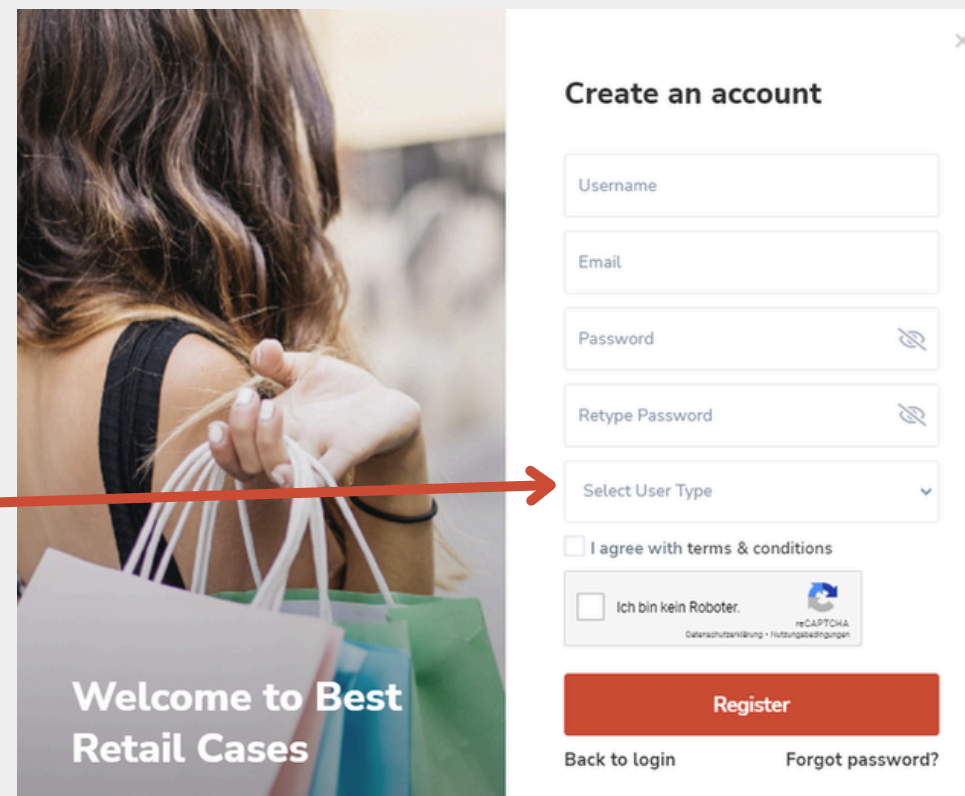
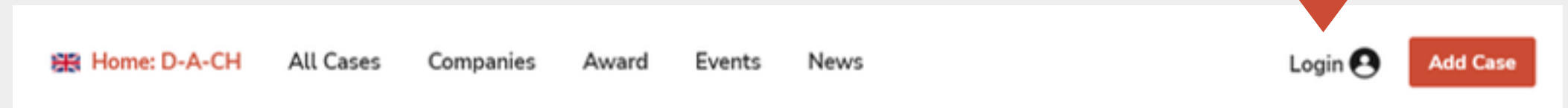


1. STEP - REGISTER / LOGIN

- 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.

The screenshot shows a web application interface. On the left is a sidebar menu with a user profile icon at the top, followed by a welcome message 'Welcome back, MaxMustermann!'. The menu items are: 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 badge), CRM, and Logout. The main content area is titled 'Welcome, Mehmet Dede, MaxMustermann' and 'Dashboard – Profile Page'. It contains a list of 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.' Below this is a form with two sections: 'Contact Information' and 'Social Information'. The 'Contact Information' section has 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 has fields for Facebook Url and Instagram Url.

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.

A screenshot of a web application's 'Dashboard - Profile Page'. The page is titled 'Welcome, Mehmet Dede, MaxMustermann' and 'Dashboard - Profile Page'. It contains a sidebar with navigation links: Dashboard, My Profile (highlighted), My Cases List, Add New Case, Favorites, Saved Searches, My Invoices, Add New Employee, Employees List, Inbox (with a red notification badge), CRM, and Logout. The main content area has 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.' Below these are input fields for 'Contact Information' (Company Name, Email, Skype, Opening Hours, Phone, Mobile, Languages, HubSpot Api Key) and 'Social Information' (Facebook Url, Instagram Url). On the right, there is a 'Photo' section with a placeholder image of a man and a red button labeled 'Upload Profile Image.' with the text 'Maximum 500px x 500px' below it. A red arrow points from the 'My Profile' sidebar link to the profile page. Another red arrow points from the text 'COMPANY LOGO' to the 'Upload Profile Image' button.

COMPANY PROFILE



YOUR CASES



YOUR COMPANY PROFILE





Channable

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

Website: www.channable.de

[Contact Us](#)

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

All (2)Online (2)



Feed Management und SEA Automatisierung
Channable

Channable unterstützt Agenturen und Advertiser im 360° Produktdaten-Marketing. Mit dem Fee ...

Channable



Automatisierte ROAS-basierte Struktur für SEA-Kampagnen
Suitable

In den letzten sechs Jahren hat der Herrenmode-Retailer Suitable mit Channable eine umfass ...

Channable

[Load More Cases](#)

Our Contact Persons



Jill Kiwitt

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 'Add New Case' form in the Best Retail Cases application. The form is divided into three main sections: Case Description, Case Location, and Case Media. The Case Description section includes a title field, a description field with a rich text editor, and a 'Select Categories' section with dropdown menus for 'Category' and 'Listed In'. The Case Location section includes fields for 'Area', 'Address', 'Country / State', 'City', 'Zip', and 'Country'. The Case Media section includes a 'Case Media' section with a 'Select Media' button, an 'Image Gallery' section with an 'Add Another Image' button, and a 'Virtual Tour' section with a 'Virtual Tour' field. The form is displayed on a desktop screen with a sidebar on the left containing navigation links like 'Dashboard', 'My Profile', 'My Cases List', 'Add New Case', 'Favorites', 'Saved Searches', 'My Invoices', 'Add New Employee', 'Employee List', 'Index', 'CRM', and 'Logout'.

USE-CASES

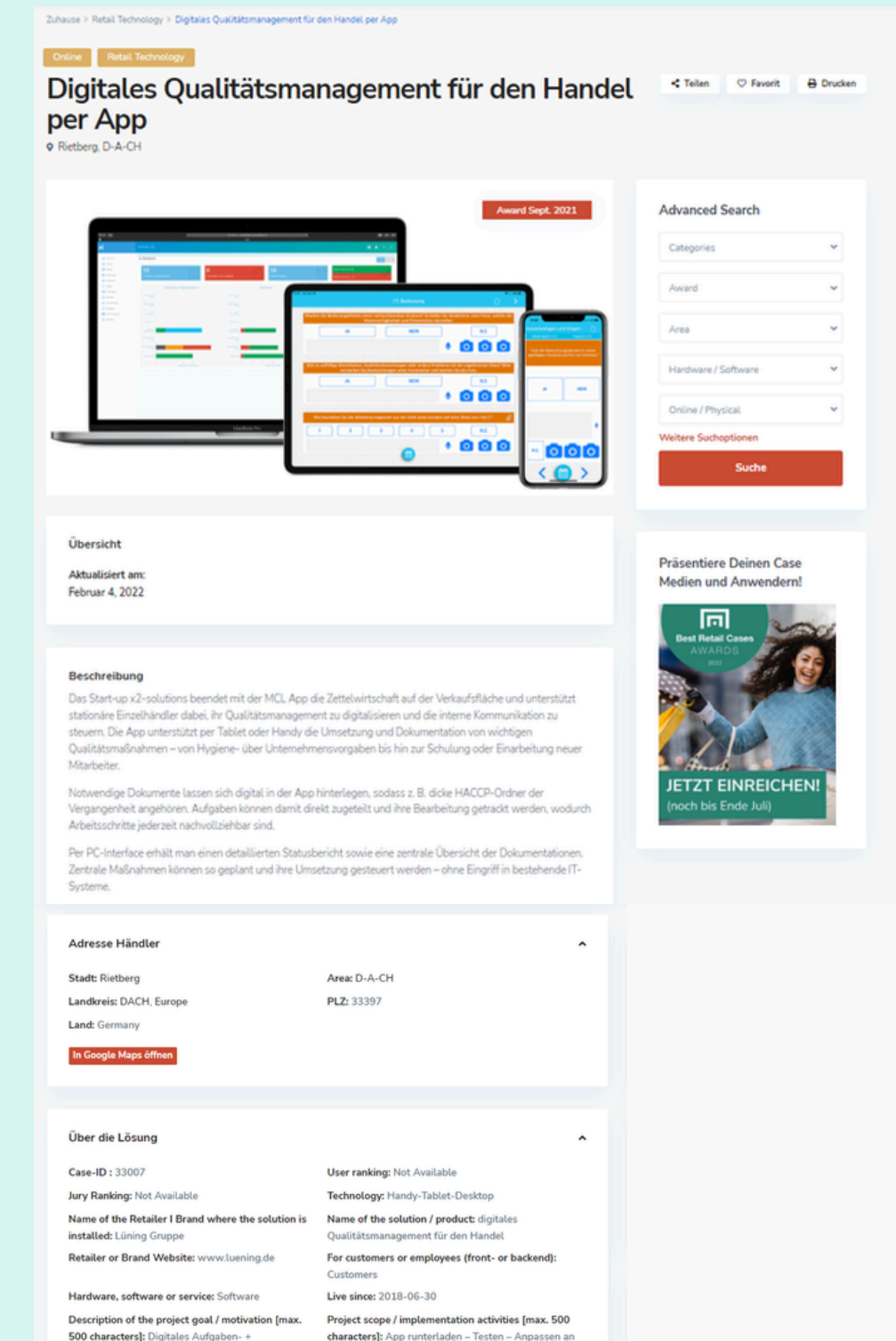
THIS IS HOW ARE PRESENTED

- 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



THE FULL CASE PAGE



Registration

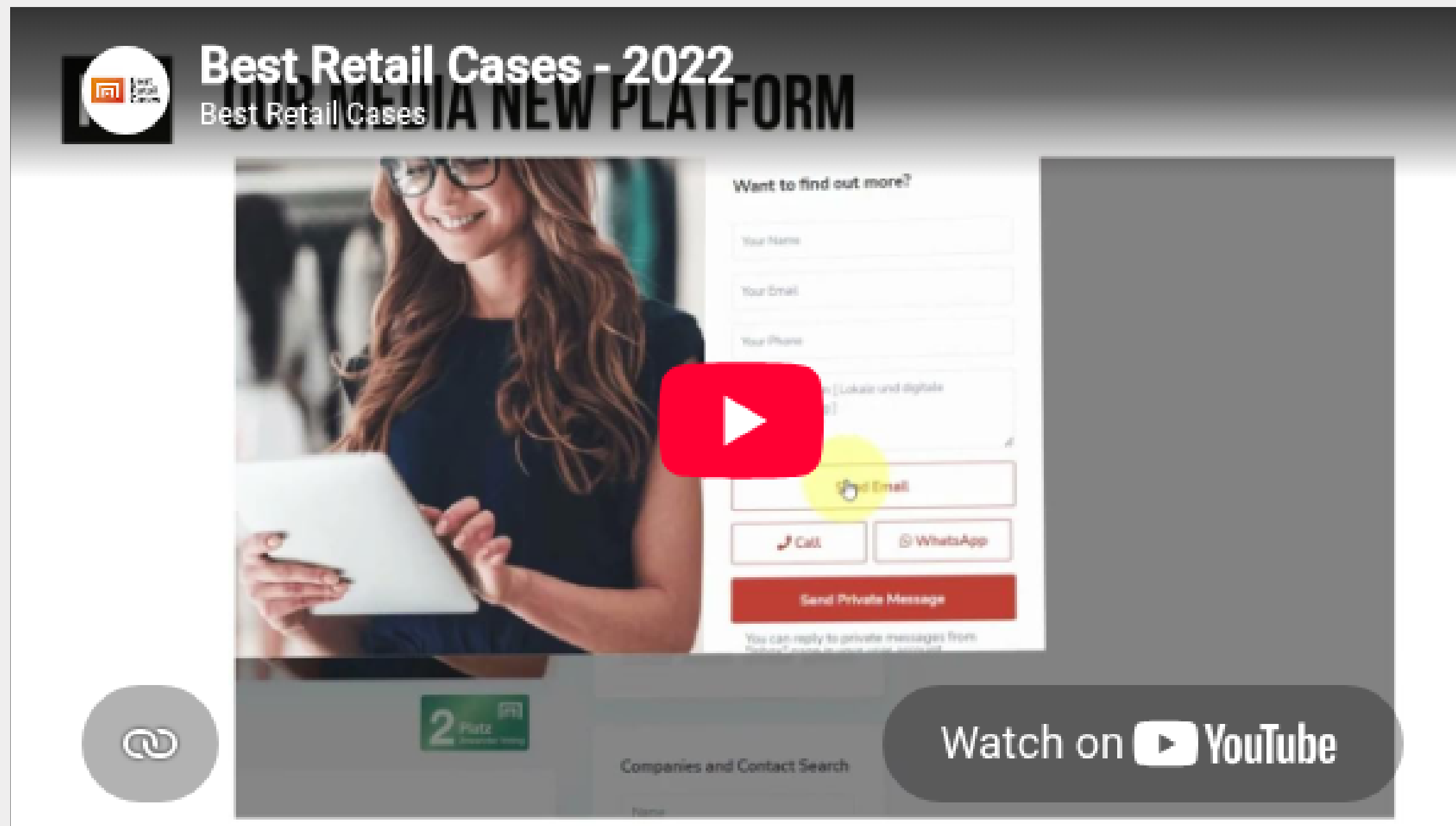
Profile setup

Submit your case

Award participation

More features

PLATFORM-VIDEO



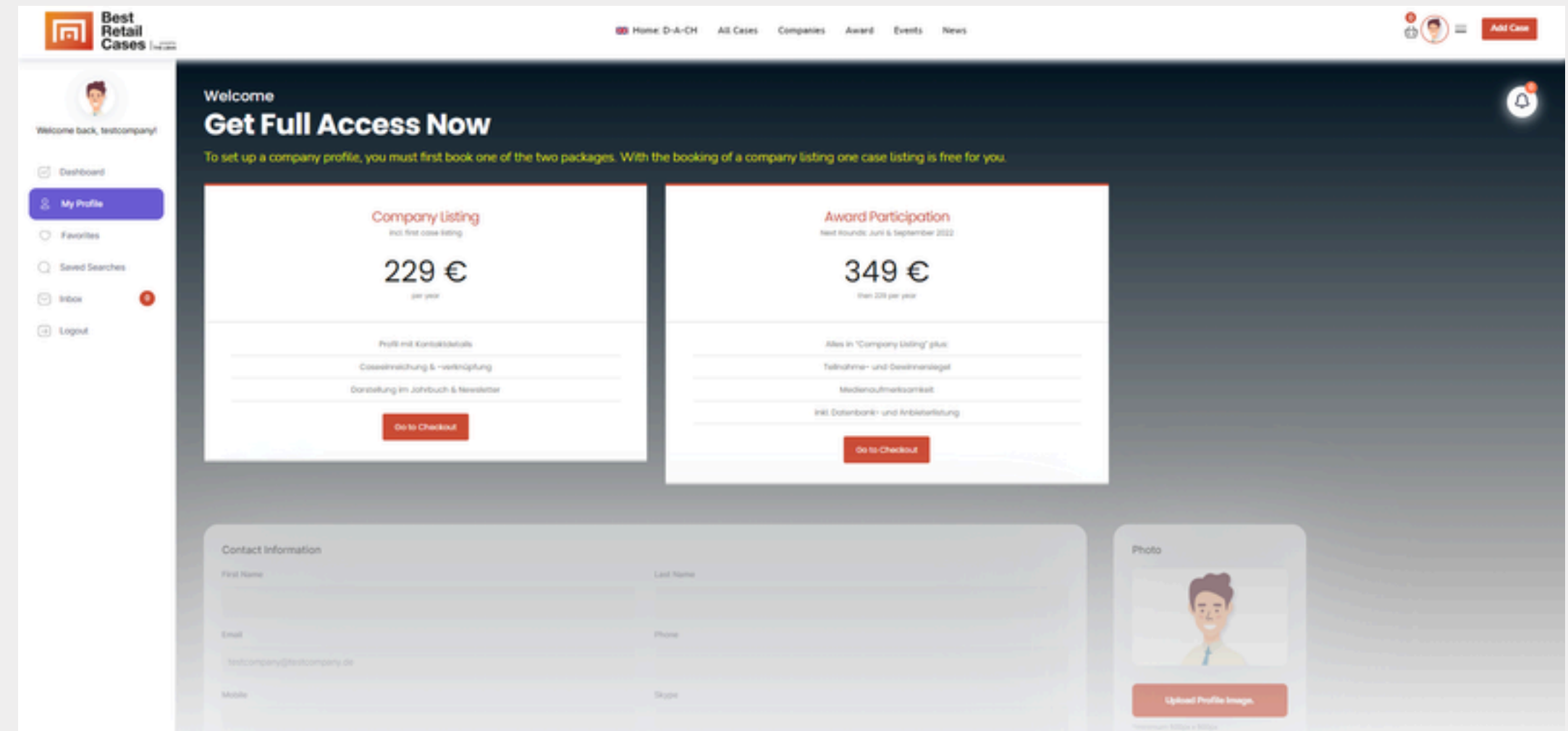
<https://youtu.be/LUzwQ0G9A6M>

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

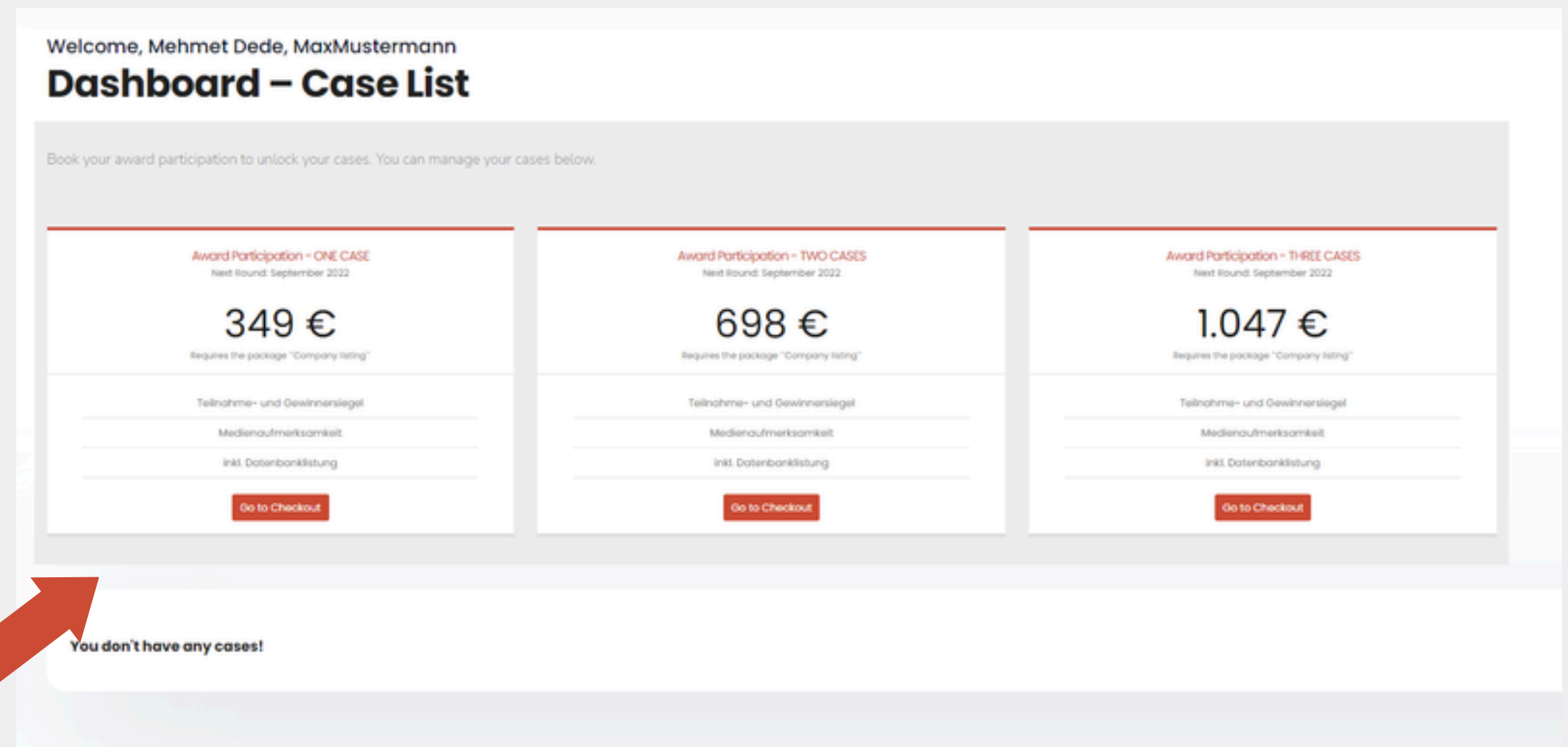
PAY & LIST



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:

✉ Northamerica

america@bestretailcases.com

Asif Khan, (+1) 416 564 4820

✉ DACH / EU

submit@bestretailcases.com

Angelique Szameitat, (+49) 175 2441470

🌐 www.bestretailcases.com



**Best
Retail
Cases**

