CTT will reward the best digital businesses

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Following the success of previous editions, the CTT e-Commerce Awards are back to recognize the best digital business models and practices. Organized by CTT in partnership with the Expresso newspaper, the competition celebrates its 5th edition this year and will once again be held in an Iberian format, with entries from Portugal and Spain.

Registration for the various competition categories is now open and will continue until November 10th. All interested parties can apply using the registration form .

"The CTT e-Commerce Awards are a way for us to demonstrate our commitment to innovation and the growth of digital commerce. We want to stand alongside companies that are increasingly investing in online services, recognizing their work and helping them grow. At the same time, we reinforce our position as a leading logistics partner for e-commerce, bringing brands and consumers closer together throughout the Iberian Peninsula," highlights CTT's Executive Director, João Sousa.

The objective of the CTT e-Commerce Awards competition is to value and promote best practices in e-commerce and/or tools – for example, digital marketing, logistics, payments – and the online business models that underpin them, offering value to individuals and the community.

All companies (legal entities) and sole proprietors with registered offices in Portugal and Spain are eligible to apply. All entries must be submitted online using the application form. After the closing of applications, CTT will notify the finalists of their nomination for their respective category, and after presenting a pitch to the Jury, the winner will be chosen.

The categories in competition this year are:

e-Commerce Website / App
Online sales websites and/or apps that stand out in various aspects, namely, design, responsiveness to various devices, customer support and assistance channels, digital marketing tools, shopping cart, payments, returns/exchanges model.

SME e-Commerce Initiative
E-commerce projects developed by small and medium-sized companies.

Public Administration e-Commerce Initiative
E-commerce projects developed by Public Administration entities (central, regional,

local).

Local Commerce Initiative
E-commerce projects developed with the aim of promoting small local and proximity businesses, allowing them to expand their spectrum/reach to a national/international dimension.

Green e-Commerce Initiative
E-commerce projects that stand out for their positioning in terms of sustainability and/or circular economy, whether through the transformation of the production/distribution chain or the marketing of "green" products, as well as their positive impact on the environment and society.

Innovation in Digital Marketing in E-Commerce:
Projects that stand out for their innovation in digital marketing in e-commerce or projects that develop and create new digital marketing tools, both using AI and AR. Startups are highly valued.

Innovation in Logistics, Delivery, and Returns in E-Commerce:
Innovative projects to develop tools, mechanisms, and technologies that impact logistics, distribution, and order returns in e-commerce, particularly in the areas of automation and robotics, IoT, blockchain, and others. We prioritize startups and solutions that result in more agile logistics processes and significantly contribute to environmental sustainability.

Innovation in Security and Financial Services in E-commerce:
Innovative projects in the areas of security and/or financial services (e.g., payments, invoicing, receipts, security, or digital identification/certification) that serve the e-commerce ecosystem, anchored in digital media. We value startups and solutions with simple yet secure designs that foster high levels of trust among online sellers and buyers.

To rigorously analyze the entries and select a winner in each category, the 5th edition of the CTT e-Commerce Awards will feature a renowned panel of judges.

The Awards will be presented in person in November, as part of the CTT e-Commerce Day event, which celebrates its tenth edition this year.

Source: CTT Portugal