

Impact Awards Scoring Rubric



Each submission will have two judges. Judges will award points in each of the five core areas, with 1 being the lowest, and 5 being the highest. Each submission will be graded against other submissions in the same category, quarter, and region. A minimum score of 70+ is necessary to win.

Each submission will be scored on a weighted scale in five core areas:

CHALLENGE (15%)	SOLUTION (25%)	RESULTS (25%)	IMPACT (30%)	QUALITY (5%)
What's the problem your customer is facing? Is it a simple and common, or difficult and expansive challenge? Share the details behind the challenges. Think about why this is a problem for your customer, how/when did it become an issue for them, etc.	How are you solving for your customer? Share the details of your strategy to include the products/features used in the solution implemented, and how you're demonstrating expertise in the HubSpot product(s).	What happened? Share the details of all your hard work and your customer's outcome. Think about ROI, % of change, new opportunities, and other relevant data points that you set the KPIs & strategy around.	What was the impact on your customer's business processes and the end user experience? Did you include testimonials from your customer to showcase the impact you had? Share the details on what changed, what it means for their business, and the value/experience brought to the end user. What more will you be doing to ensure your customer continues to grow better?	Is your submission clear, easy to follow, and grammatically correct? Did it have relevant supporting examples (i.e. testimonials, screenshots, and other visuals to showcase their story)? Was the word count at 1,000 words or less? Was the video clip under 5 minutes?

You have two options to submit your entry. Written blog post or video.

If you're submitting as a blog, please adhere to the word count of 1,000 words or less. You're allowed to submit short video clips supporting your success story.

If you're submitting as a video, please keep your video under five minutes or less for the video clip. You're allowed to submit a short paragraph summary with your video entry.

For examples to use as a benchmark, [please visit the showcase page](#).