2019 Impact Awards Scoring Rubric

Each submission will be scored on a weighted scale in five core areas: Challenge (15%), Solution (25%), Results (25%), Impact (25%), and Quality (10%).
Points are awarded 1 (lowest) through 5 (highest). The descriptor to the right outlines what is needed to achieve each point level within the five core areas.

		Challenge - 15%	Solution - 25%	Results - 25%	Impact - 25%	Quality -10%
Description		Does this challenge require creativity and thinking outside of the box? Does the challenge allow the Partner to really deliver value to the client?	Does the solution use more than just one or two apps? Did the Partner think outside of the box to provide a solution? Do they come across as experts of the products? Do they clearly explain the work they did?	How close does the post get to showing increases in actual dollar amounts?	Did the work done by the Partner have a measurable positive impact on their client's business?	Is the post written well? Does it flow? Is it easy for the reader to understand?
Example		Big problem that effects many parts of the company, problem not solvable by the client on their own.	Uses terms from the inbound methodology, uses several apps/products, impressive timeline.	ROI, revenue, number of new opportunities, percent change in leads.	Client testimonial, effects on several parts of the business, plan for future growth.	Video, relevant images, examples, screenshots, easy to understand
Points Awarded 1 (lowest) to 5 (highest)	5	The post thoroughly describes the problem the client was facing and why it is a problem for their business. Describes when/how the client knew they needed help from an agency. Describes the full breadth of the problem.	The post indicates that the Partner thought outside of the box to implement a creative solution that shows a mastery of the inbound methodology and HubSpot products.	ROI for inbound services, changes in revenue/profit/sales, a variety of supplemental metrics that create the full picture.	Client testimonial in a video.	A clear story from beginning to end that is written well and incorporates great videos, relevant screenshots and/or examples.
	4	Fully describes a difficult and expansive problem the client is facing.	Very creative solution and use of HubSpot products.	New leads, MQLs, Opps	Client testimonial, quotes, feedback.	Great flow and writing quality that has good examples/images.
	3	Fully describes a simple and easily solvable problem.	Some creative thinking and use of several apps.	Visits, traffic, conversion rate.	Full written description of impact on the client's business.	Good writing quality and good screenshots showing the product and the client work.
	2	Mostly focuses on the work done, and only briefly describes the problem.	Some creative thinking and the use of one or two apps	Email open/click rate.	Short quote, minimal impact described.	Subpar writing and/or screenshots of irrelevant pieces of the campaign (number of lists created).
	1	Only describes the work done, does not describe the initial problem.	The post describes the use of one or two HubSpot apps to solve a simple problem.	Number of lists created, number of emails sent.	Minimal impact of client work mentioned.	Poor writing quality and/or no images or screenshots.