**Thank you for your interest in *Campaign Asia-Pacific*’s Tech Most Valuable Product 2021. Please prepare the following information before submitting your nomination(s) via the online form.**

**1. Your details (nominator)**

* First name
* Last name
* Email
* Job title
* Company
* Country/Market (where you are based)

**2. Image**

Please upload one good quality image (at least 1200x800 pixels at 72 dpi) of the product logo or screenshot of the product in action. If you have multiple images, you can upload in a zip file under 10MB.

**3. Product profile**

* How does your product differentiate itself from other products in the marketplace? To what degree have you identified and fulfilled a need. (300 words max)
* From what market was this product developed, and how has this product scaled across Asia-Pacific and/or globally? Please share your user base/client base. (300 words max)
* What is your North Star metric for the product? By this, we mean how you define its growth and success internally. (300 words max)
* Provide quantitative evidence of success: Net promoter scores, customer engagement scores, and any other metrics you use. (300 words max)
* To what degree are you innovating and iterating the product based on internal and external data or feedback? We're looking for evidence of continual investment. (300 words max)
* Any comments/endorsements from customers? This is not obligatory but will be looked upon favourably. (300 words max)

**4. Entry fee**

* You will need to use a credit card to pay the entry fee of US$299 (early-bird rate, available till April 1), US$359 (regular rate, available till April 9) or US$399 (final rate, deadline April 16). This includes the entry fee and a one-year membership with Campaign Asia-Pacific.

**5. Campaign membership details**

* Delivery address for Campaign membership
* Telephone number of Campaign membership recipient

Good luck!