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BigCommerce Announces 2024 Customer Award Winners

Annual awards program celebrates four exceptional BigCommerce customers for achievement in Design, Innovation, Emerging Brand and Shopper Experience

AUSTIN, Texas--(BUSINESS WIRE)--Aug. 26, 2024-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS and composable ecommerce platform for fast-growing and established B2C and B2B brands and retailers, today announced the winners of the [2024 BigCommerce Customer Awards](#). The Awards program recognizes the most innovative and inspiring customers doing big things on the BigCommerce platform across four categories: Design, Innovation, Emerging Brand and new to the program this year, Shopper Experience.

The winners of the 2024 BigCommerce Customer Awards are:

- **Design:** Recognizing brands with captivating storefront design.
 - **Winner:** [Oettinger Davidoff AG](#)
 - **Judge Highlights:** *"Davidoff of Geneva provides a beautiful and performant design, but what caught my eye the most was the extensive amounts of information available. Particularly for this kind of industry, the robust product and taste descriptions, interactive graphics, videos, along with informational posts, history, craftsmanship, FAQs, customer service, etc make the site highly engaging and informative whether you know anything about the products/industry or not."*
 - **Honorable Mentions:** [Cenmed Enterprises](#), [Plumbing Deals](#)
- **Innovation:** Recognizing brands who are constantly innovating, delivering cutting-edge ecommerce.
 - **Winner:** [Human-I-T](#)
 - **Judge Highlights:** *"Human-I-T stands out as an innovative force in the digital landscape, transforming the way technology and resources are distributed to underserved communities. The website embodies a mission-driven approach, using cutting-edge solutions to bridge the digital divide and promote sustainability. Another very unique business model."*
 - **Honorable Mentions:** [Inhaven](#), [Fidzi](#)
- **Emerging Brand:** Recognizing brands in their first three years of operation that are making substantial achievements.
 - **Winner:** [The Linz Shop](#)
 - **Judge Highlights:** *"Overall strong brand identity. Heritage and Storytelling: The brand does an excellent job of emphasizing its heritage, connecting customers with a rich history of cattle ranching and premium Angus beef production. This narrative builds trust and sets the brand apart. Quality Focus: The emphasis on "Certified Premium Angus Beef" and the clear dedication to quality and consistency are strong selling points that resonate with consumers looking for top-tier products."*
 - **Honorable Mentions:** [Cue Company](#), [ofinto](#)
- **Shopper Experience:** Recognizing brands redefining the customer and user experience.
 - **Winner:** [GlassCraft Door Company](#)
 - **Judge Highlights:** *"GlassCraft Door Company has solved some very complex problems in elegant ways. The custom configurator provides a simple point-and-click solve for shoppers to get exactly the product they want instead of having to sift through hundreds or thousands of permutations as individual products or SKUs. On the other side of the experience, custom dealer tools provide an impressive B2B experience."*
 - **Honorable Mentions:** [Homega](#), [FurnitureBox](#)

This year's judges included a panel of seasoned industry experts:

- Meg Higgins, senior vice president, global partners at Avalara (2023 Tech Partner of the Year)
- Joanne Bienske, founder of Alpinistas (2023 Customer Award Winner)
- Ryan Bloms, associate director, partners at Codal (2023 Agency Partner of the Year)
- Adam Ferenzi, vice president customer success at BigCommerce

Winners competed to receive:

- **Cash:** A cash prize of **\$5,000 USD** to invest in their business, attend an ecommerce conference or use as they choose.
- **Marketing:** Branding on the NASDAQ Tower in Times Square, New York City, valued at \$15,000.
- **Brand Awareness:** Reach new audiences with dedicated spotlights during and after the event on the BigCommerce branded social channels (500K+ followers).

"All of the brands and retailers that entered the BigCommerce Customer Awards exhibited incredible innovation and deserve credit for delivering exceptional shopping experiences for their customers," said Travis Hess, president at BigCommerce. "Our customers are at the heart of everything we do, and it's a true honor to celebrate their hard work, dedication and success. Thank you to all who submitted, and congratulations to all the winners."

[Click here](#) to learn more about the winners of the 2024 BigCommerce Customer Awards.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Francesca's, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on [X](#) and [LinkedIn](#).

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