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Press Release

Columbus wins Optimizely's Commerce Partner of the Year award for the second year running

Columbus has been awarded Optimizely's 2024 'Commerce Partner of the Year' in the United Kingdom & Ireland (UK&I) region for the second consecutive year. The award recognizes Columbus' continued commitment to innovation, partnership, and digitalization.

Erling Schjetne, Director of Columbus' global Digital Commerce business, states:

"Receiving this honorable award for the second year in a row is a testament to our team's dedication and expertise in digital commerce. It underscores the value we bring to the market through our experience and strategic insight. The award not only strengthens our position in the UK&I market but also highlights the impact of our recent acquisition of Endless Gain, making us an even more attractive partner for Optimizely customers."

Columbus acquired the British e-commerce consultancy Endless Gain in January 2024 with the ambition to offer a more complete portfolio within e-commerce and strengthen its market position in the British retail industry.

Only the best partners receive this award, which is given to those who have excelled the most in increasing and improving sustainable digitalization in the UK&I region over the past year. The award serves as an indicator for customers, showing which companies are frontrunners.

As a key player in digital innovation for some of the world's largest brands, Columbus is strongly committed to its investment in the Optimizely platform and has built a highly experienced team of certified Optimizely consultants.

"The award reflects our dedication to our customers and strengthens our credibility as both a company and a trusted partner for our customers. It shows our deep expertise in the Optimizely platform and proves that we have the right team to handle complex projects while consistently delivering high quality," says Erling Schjetne.

Over the past few years, Columbus has built a strong brand in the British e-commerce market by continuously improving its sales processes, collaboration, and delivery setup.

"We did not rest on our laurels after last year's success, and we have continued to work hard and deliver several exceptional projects in 2024. Back-to-back 'Commerce Partner of the Year' certainly sounds good, and we are pleased to continue our close collaboration with Optimizely. This partnership gets stronger every year, and we are already looking forward to a successful 2025," concludes Erling Schjetne

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