

What Gradient does now								
Qualitative		Quantitative			marketing		Wants to do	
Providing insights		digital consulting			digital consulting = online marketing		data science	
providing analytical scans		data-analyse			providing SEO scans		data analytics	
surveys		data (quantitative) analysis			email strategy		help clients E2E	
ux research		analytics implementation			SEO strategy		big data	
usability testing		dashboarding			digital marketing strategy		data driven marketing	
Qualitative analysis (ux)		visualisation of data (BI), both GO's (PBI)			execution of SEA advertising		digital consulting (data driven)	
		BI			advertising SEA		business consulting	
		web analytics			advertising		CRO (a/b testing)	
		aiding in tagging and tracking traffic			marketing management			
		tagging and tracking			helping with execution of online marketing			
					CRM implement hubspot			
description								
1. help clients achieve business goals thanks to data (using data to make decisions) - elena								
2. define problems & opportunities by combining qual & quan data & insights and turn these into digital solutions - tobias								
3. using data with insights from "real" people to gain ideas how to improve activities online - rene								
4. helping (marketing) managers getting value for money with validated strategy (actions) based on data - ello								