

Elena		
what does Gradient do now?		What does Gradient wants to do?
Digital consulting	Data science	Digital consultancy (data driven)
Marketing Management	Big data	business consulting
BI		data driven marketing
Qualitative data (UX)		
data (quantitative) analysis		
Web Analytics		
Elo		
what does Gradient do now?		What does Gradient wants to do?
Helping (marketing) managers getting value for money with validated strategy (actions)		Data Science
Aiding into tracking traffic		Data Analytics
CRM implant Hubspot		Help clients E2E
UX research		
Advertising SEA		
Visualisation of Data (BI) both GO's		
Rene		
what does Gradient do now?		
Data Analyse		
Excecution of SEA advertising		
Providing insights		
Providing analytic scans		
UX research		
Helping out with excecution of online marketing		
Providing SEO scans		
Analytics implementation		
Tobias		
what does Gradient do now?		What does Gradient wants to do?
User Research		Data Science
Usability testing		CRO/ a-b testing

Surveys		
Data analytics		
tagging & tracking		
dashboarding		
email strategy		
digital marketing strategy		
SEO strategy		
Advertising		