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CORE SERVICES OF GRADIENT

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We are the 'Customer Experience Engineers' who create customer experiences that work. To do so, we apply the Gradient strategy that consists out of 3 components: Qantitative data, Qualitative data and Growth. Each supporting eachother throughout different teams.

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CORE SERVICES OF GRADIENT

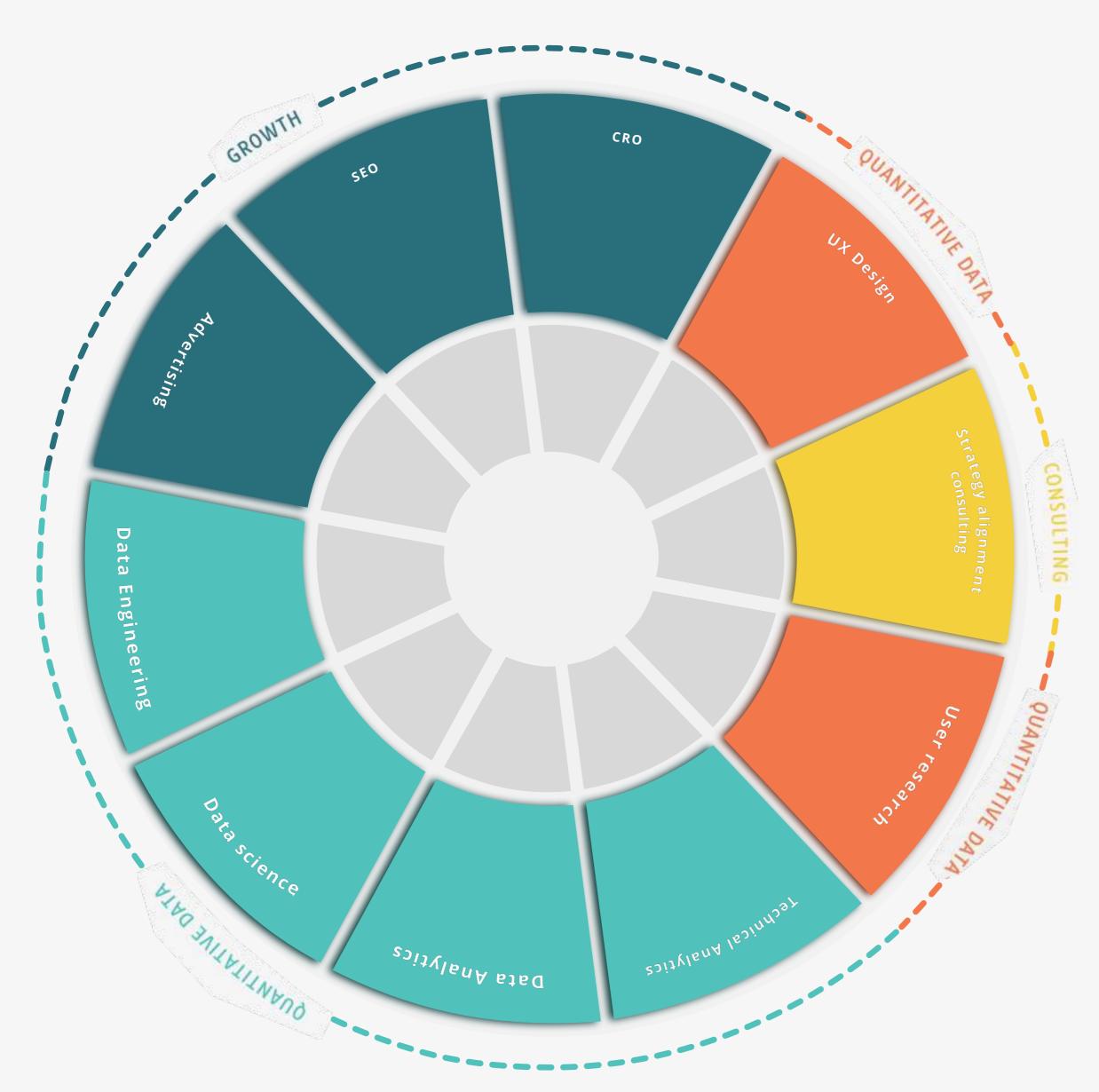
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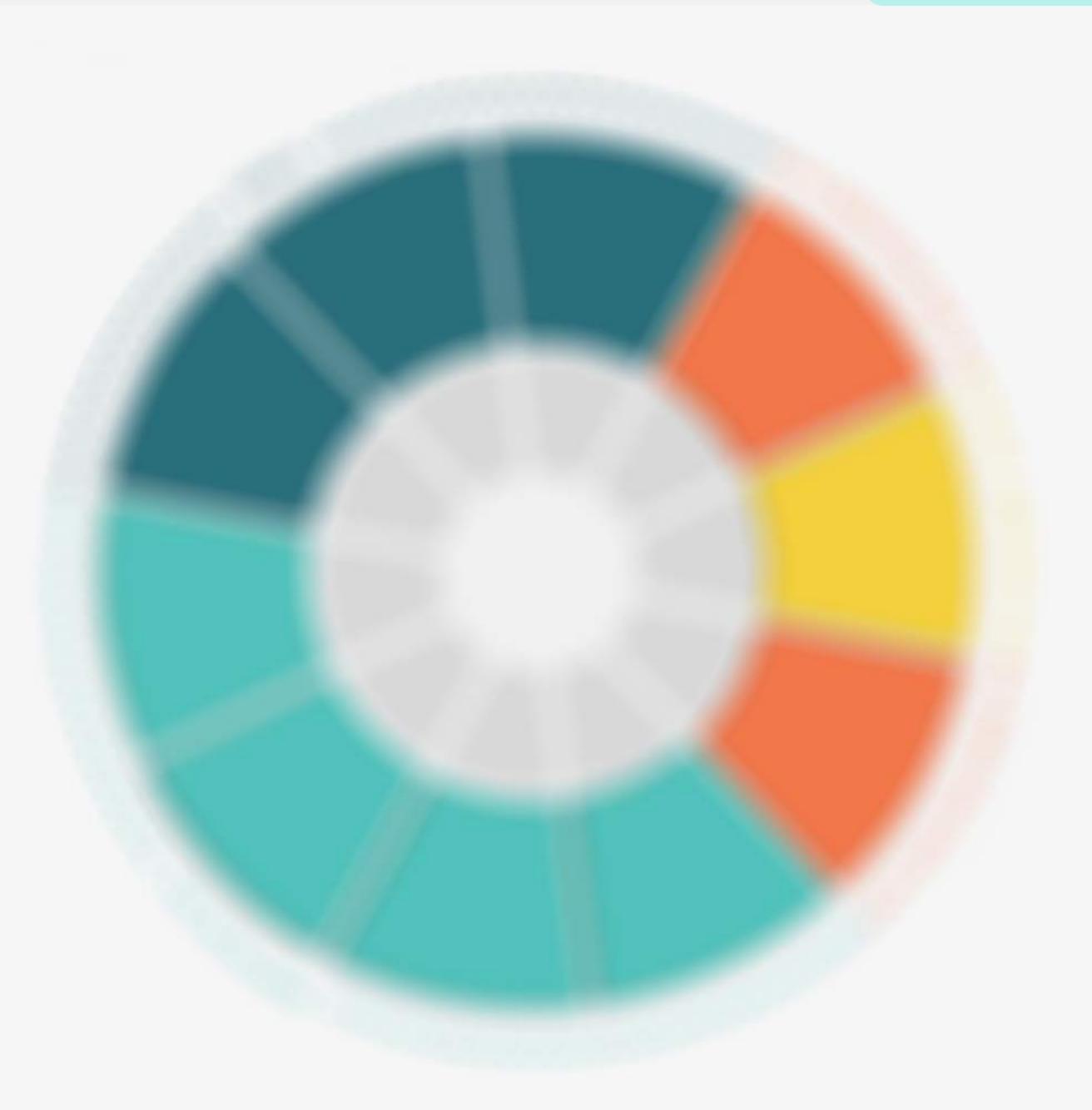
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GRADIENT TEAMS



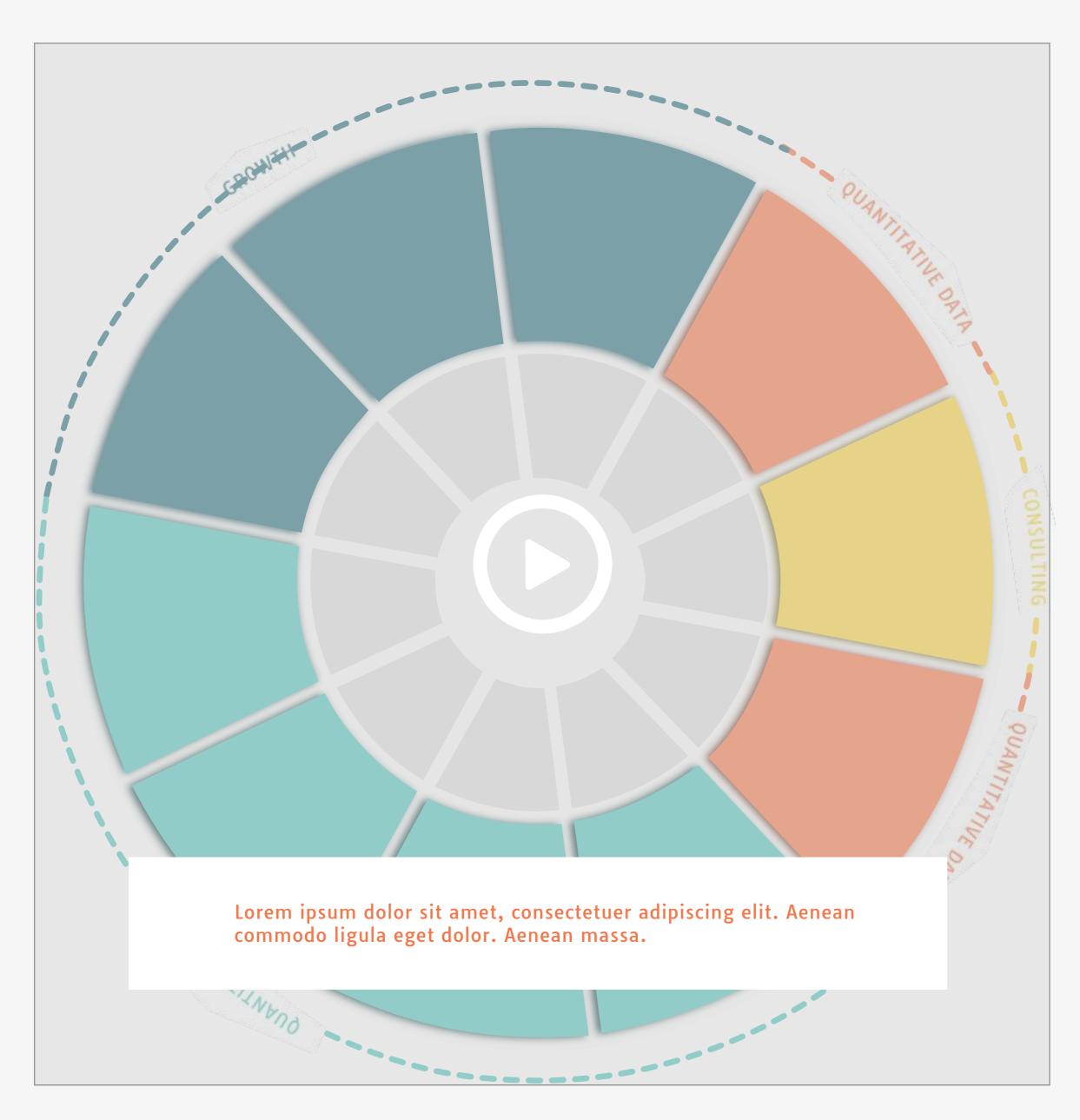
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GRADIENT CONSULTING



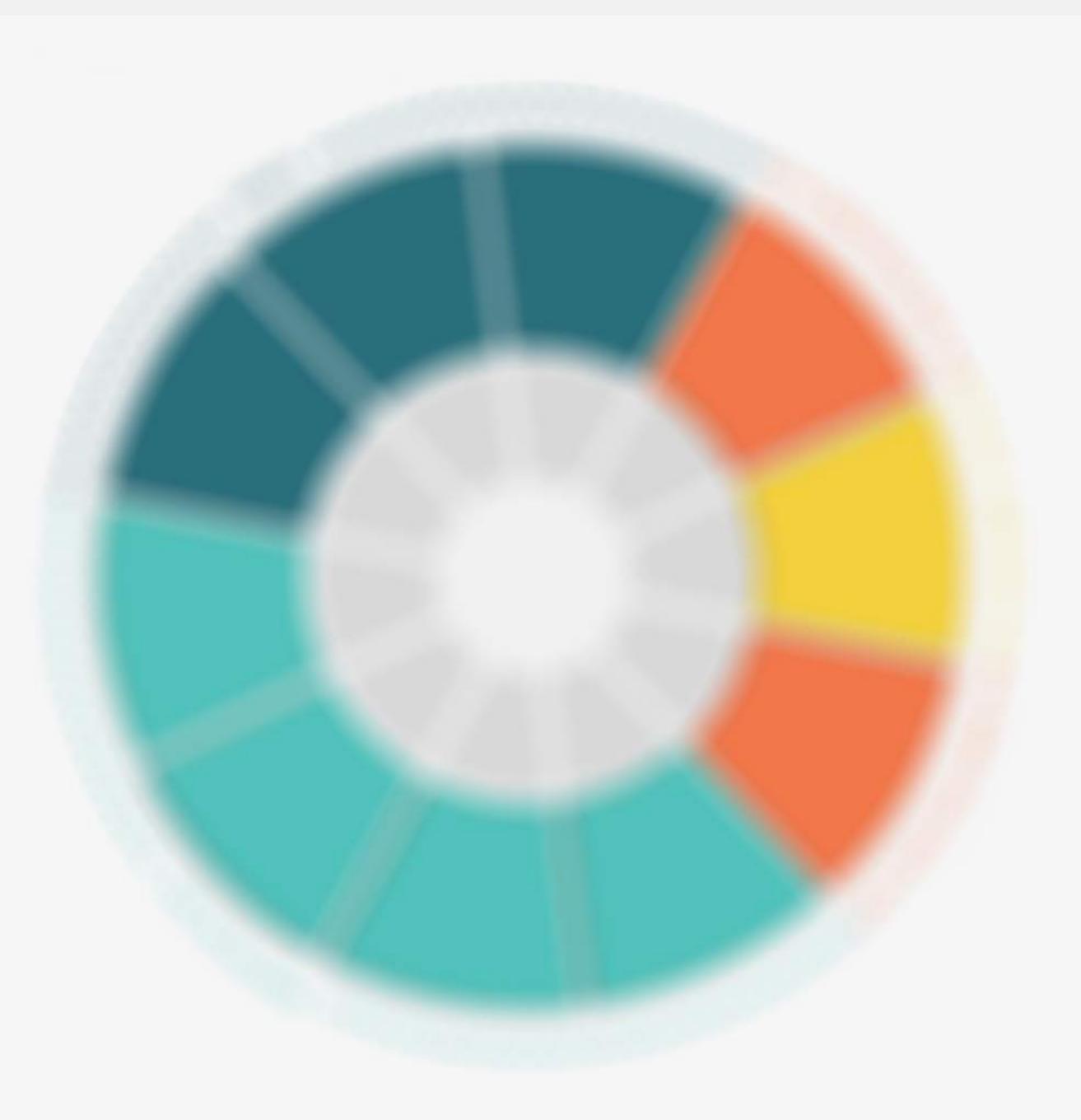
Strategy Alignment & Consulting

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Joost Jongbloed CEO & co-founder

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TEAM

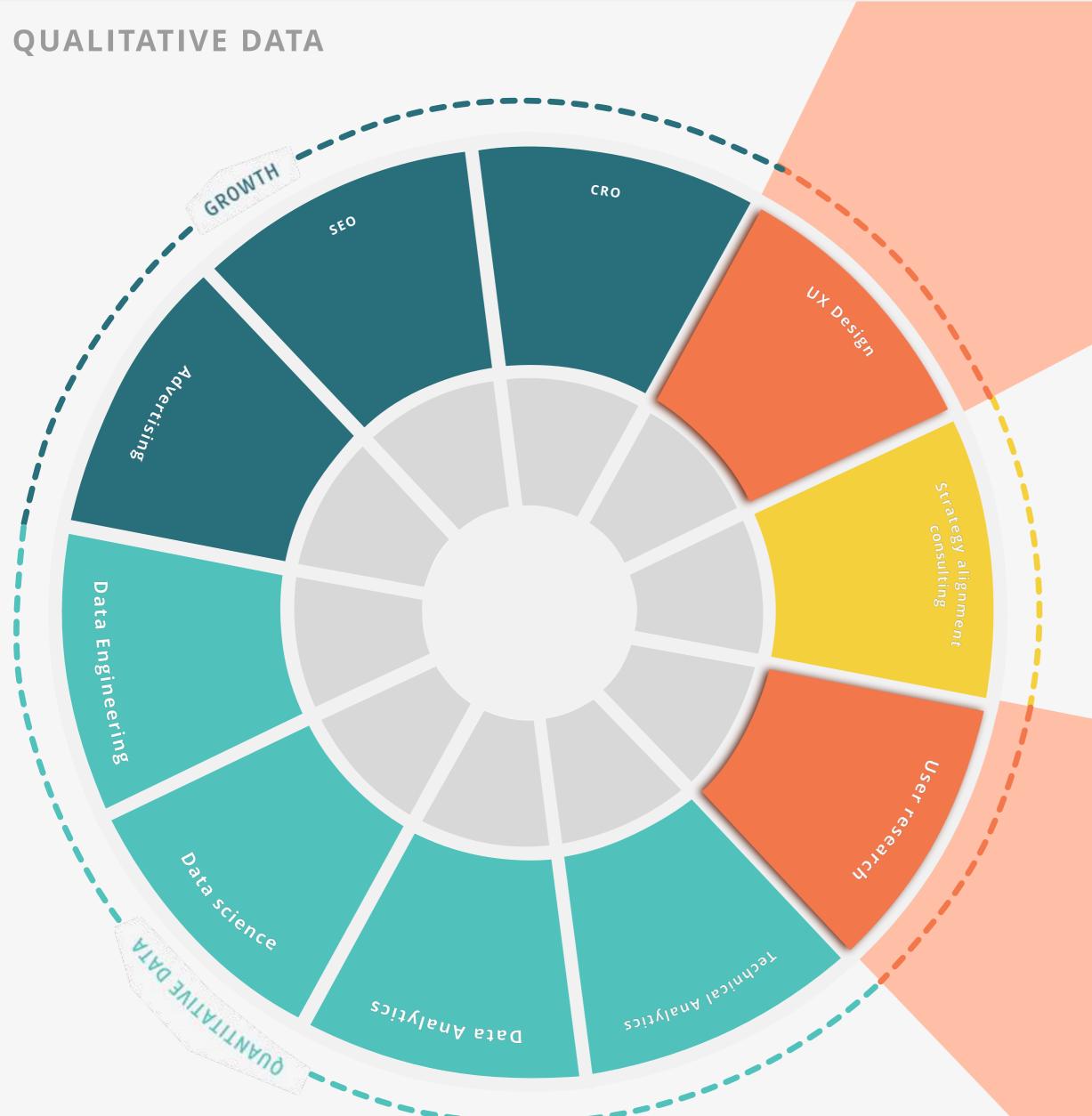
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About Qualitative data

UX team is all about qualitative customer insights, enriching the big data (the what) with qualitative data (the why). Here we run research studies end to end: from planning to designing, executing, analysing data, presenting findings and rapid prototyping. We offer Gradient's clients fast yet actionable insights that help to sharpen and accelerate successful business and marketing strategies. We use multiple methodologies to answer research questions and some of our deliverables include:

- Creative workshops,
- User archetypes / personas,
- Customer experience maps,
- Prototypes and wireframes

Qualitative data apporach:

1. Understand

Understanding the context

2. Empathize

Getting to know the audience

3. Define

Define the problem and requirements

4. Ideate

Ideate for a solution

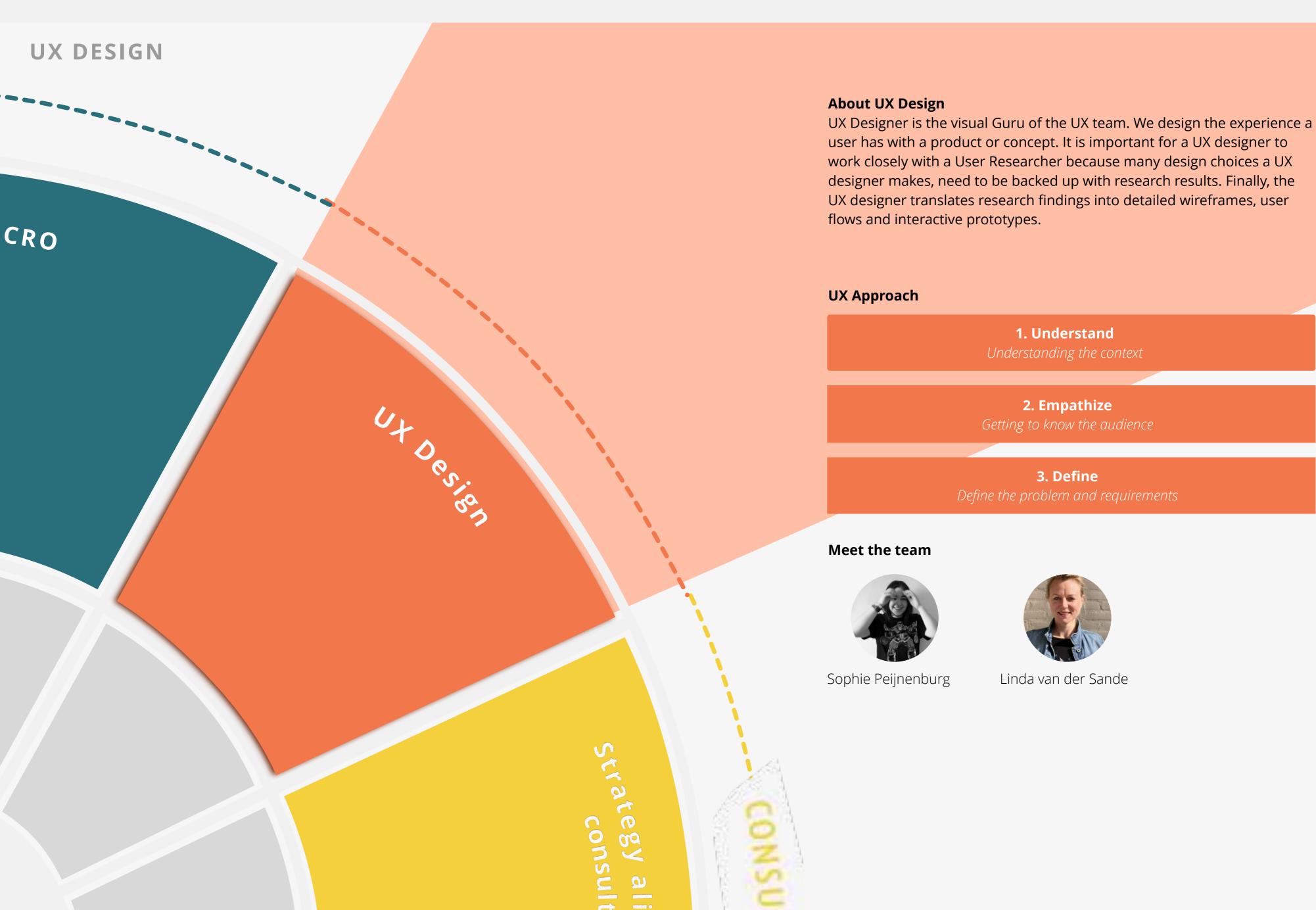
5. Prototype

Prototype the best fitting solution

6. Test

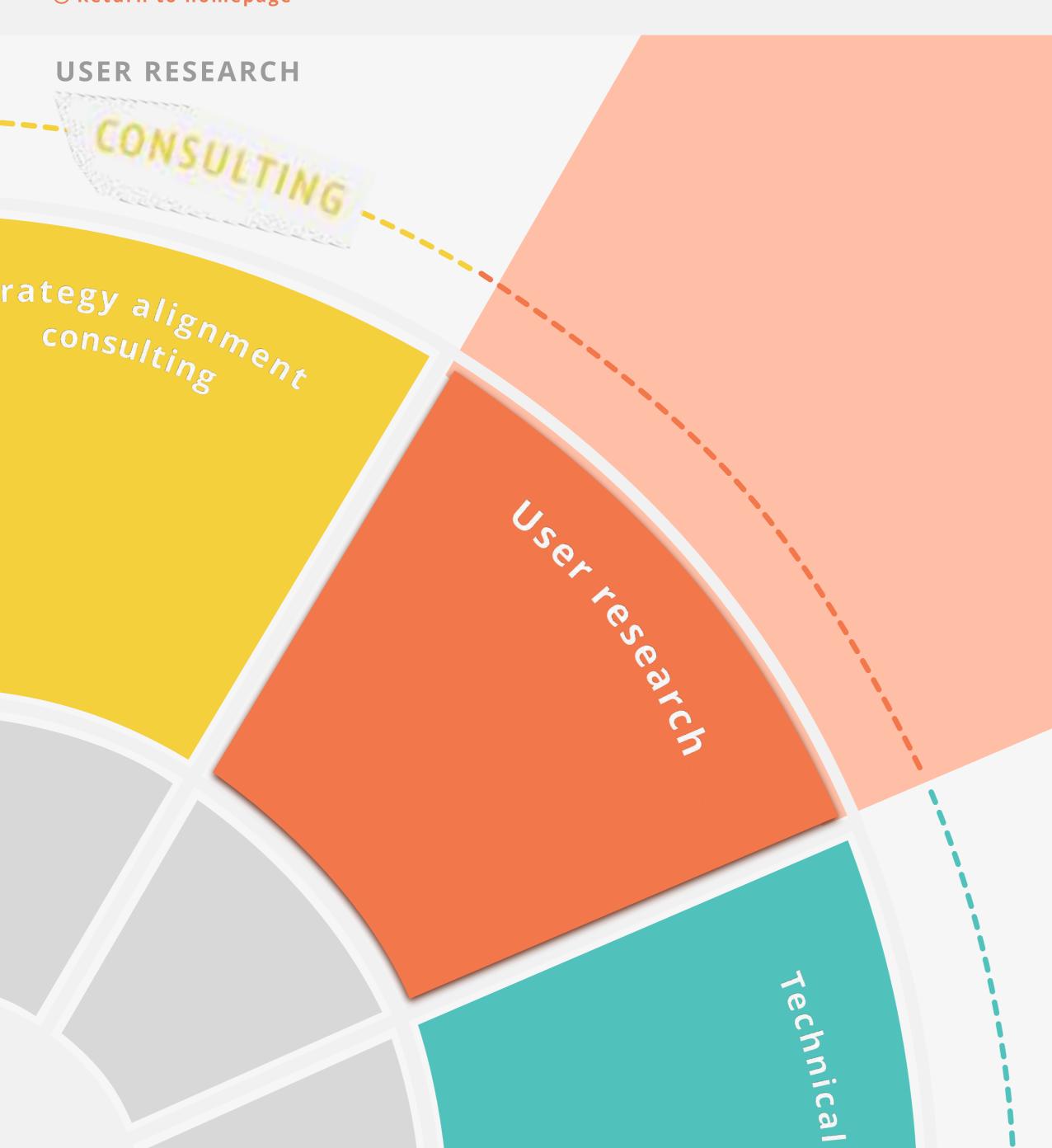
Validate the solution

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About User Research

UX Researcher uncovers insights about client's users, making sure user voices are heard and the experiences that clients create are human-centred. Our strength lies in not only asking the questions but also in knowing how to do it to get the most out of it. We translate business questions into research questions and apply a mix of methodologies, including interviews, surveys, card sorting, and usability testing, among others, to extract user insights. We help dive deeper into customers' lives and to uncover their behavioral patterns, the reasons behind their decisions, and their goals and needs.

User Research Approach

4. Ideate

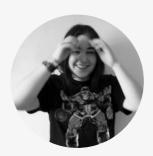
Ideate for a solution

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Prototype the best fitting solution

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Sophie Peijnenburg



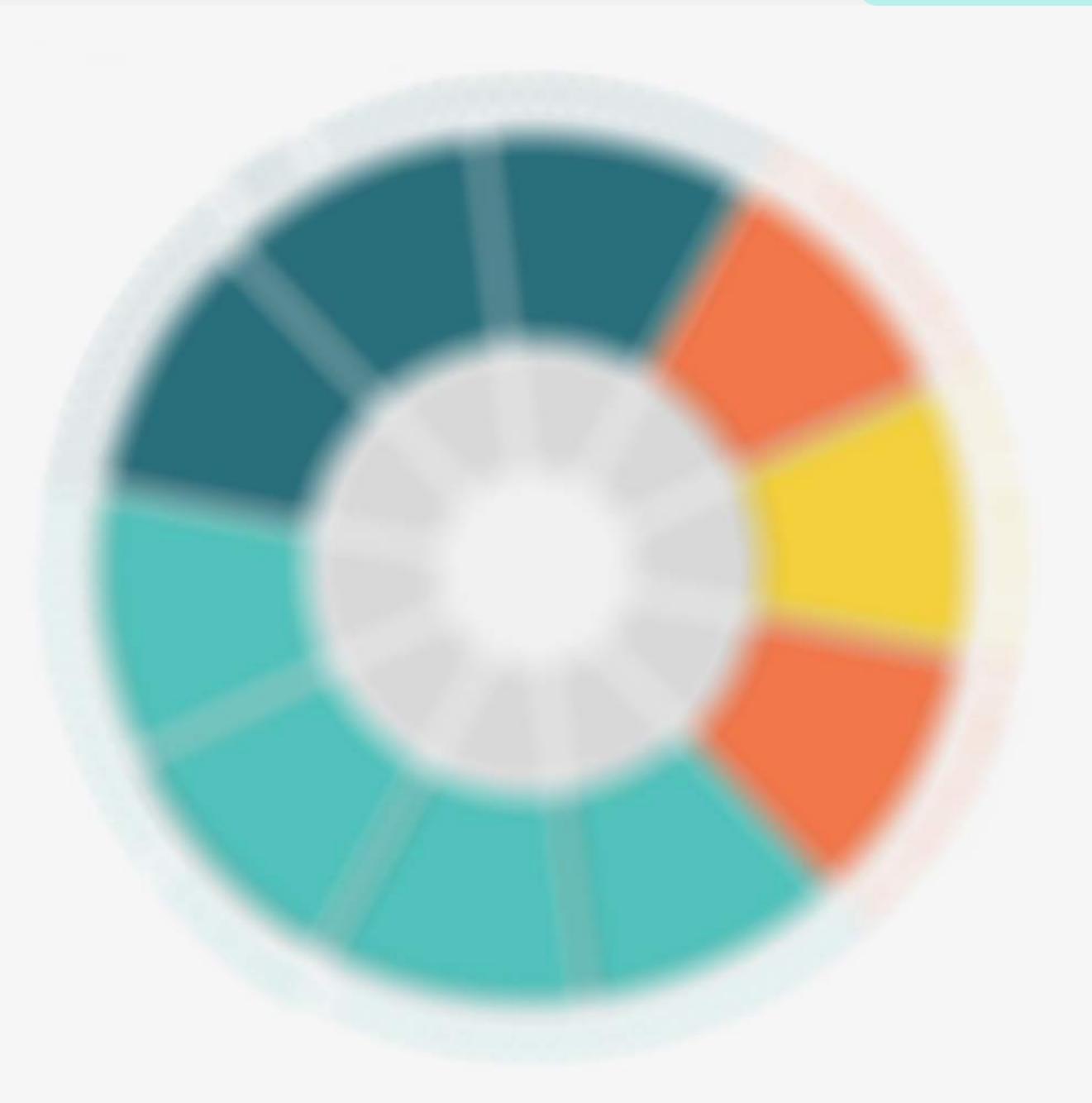
Linda van der Sande

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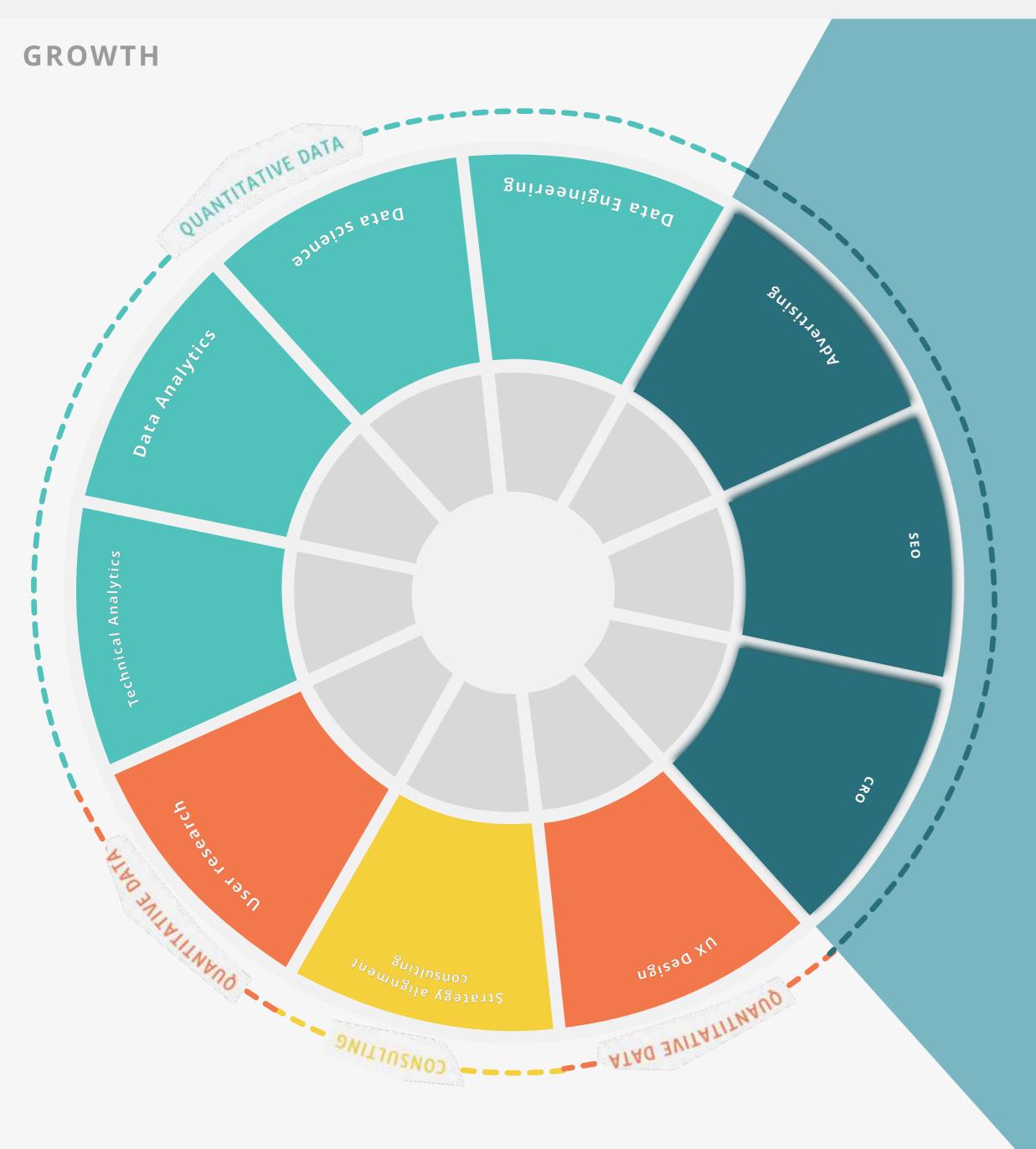
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GRADIENT EMPLOYEE



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About Growth

The growth marketers have a central role in helping our customers to grow, fast. The growth marketers are talking with the clients to determine the goals, the strategy, set up the digital roadmap and synergize the efforts of our digital marketing-, data analytics- and UX research teams. Together with our client team(s), we generate customer insights (qualitative & quantitative) and apply these within digital marketing on all stages of the customer journey.

You can talk to us when you want to know:

- · what the strategic choices are that have been made,
- what the goals are of the client,
- which research questions are there, and why do we want to know this,
- How does this fit within the long term strategic goals of the client.

Growth apporach:

1. Gap Analyses

understanding the business

2. Gathering / determine

of different solutions

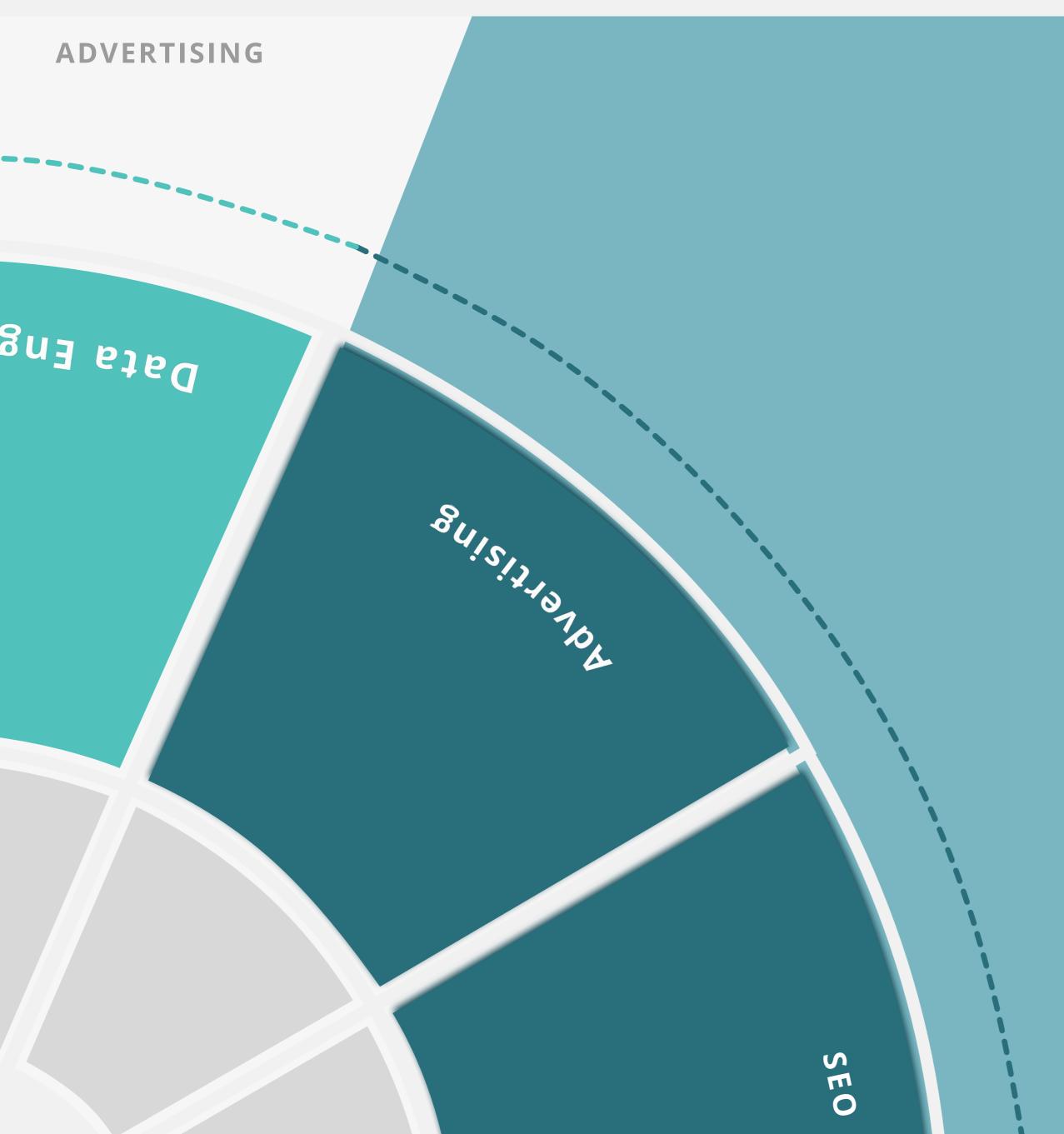
3. Analyse

the different solutions

4. Implementation

Advertising, CRO, SEO

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About Advertising

Advertising is just as simple as deliver informative and promotional marketing messages to consumers. It includes search engine advertising (SEA), social media marketing, many types of display advertising (including web banner and video advertising). Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. The advertising team support our clients on achieving their goals by:

- Design advertising strategies that turn challenges into results;
- Build, manage and optimise campaigns of our clients;
- Identify and automate repetitive tasks (automation);
- Experiment new ideas and advertising features;
- Be the ultimate sparring partner for our Growth Marketers and clients.

Advertising approach

1. Analysing

Analysing the problem and stakeholders

2. Strategy alignment

Determine goals

3. Ideation

Thinking of possible solutions

4. Building and implementation

Set up campaines and implement solution

5. Report results

Report the outcomes to client

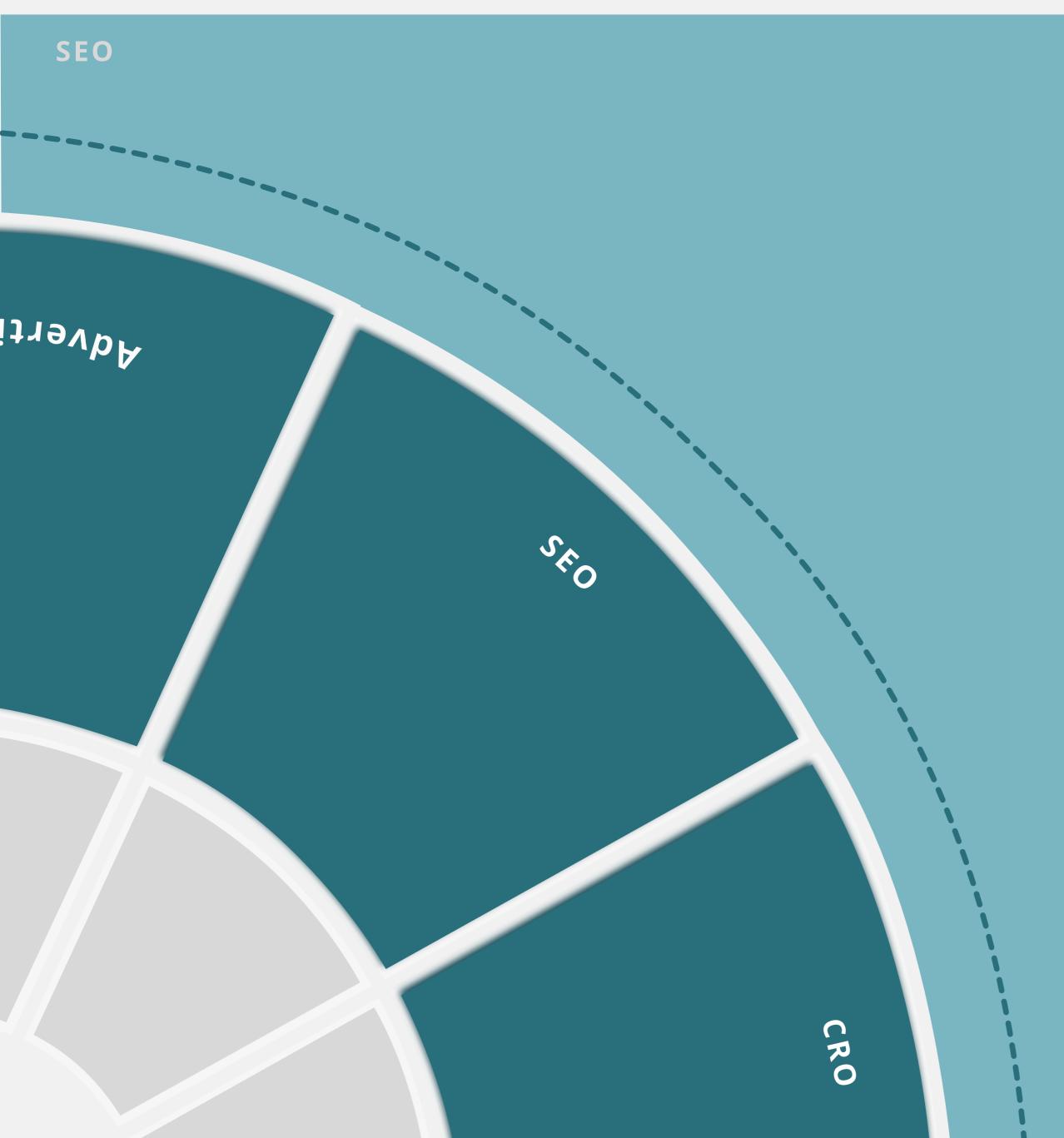






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About SEO

SEO stands for 'Search Engine Optimalization', which means that it takes care of how easy a website can be found on the internet. Basically, it is a collecion of different techniques that make sure a website can quick to find in search engines like Google and Bing.

Approach to SEO

1. Analysing the problem *Alignment with other teams*

2. Strategy setting *Determine the goals*

3. Create content and communicate briefings

4. Technical SEO *Align with data team*

5. Report and trainings *Report the findings to client*



Frank Hellemons



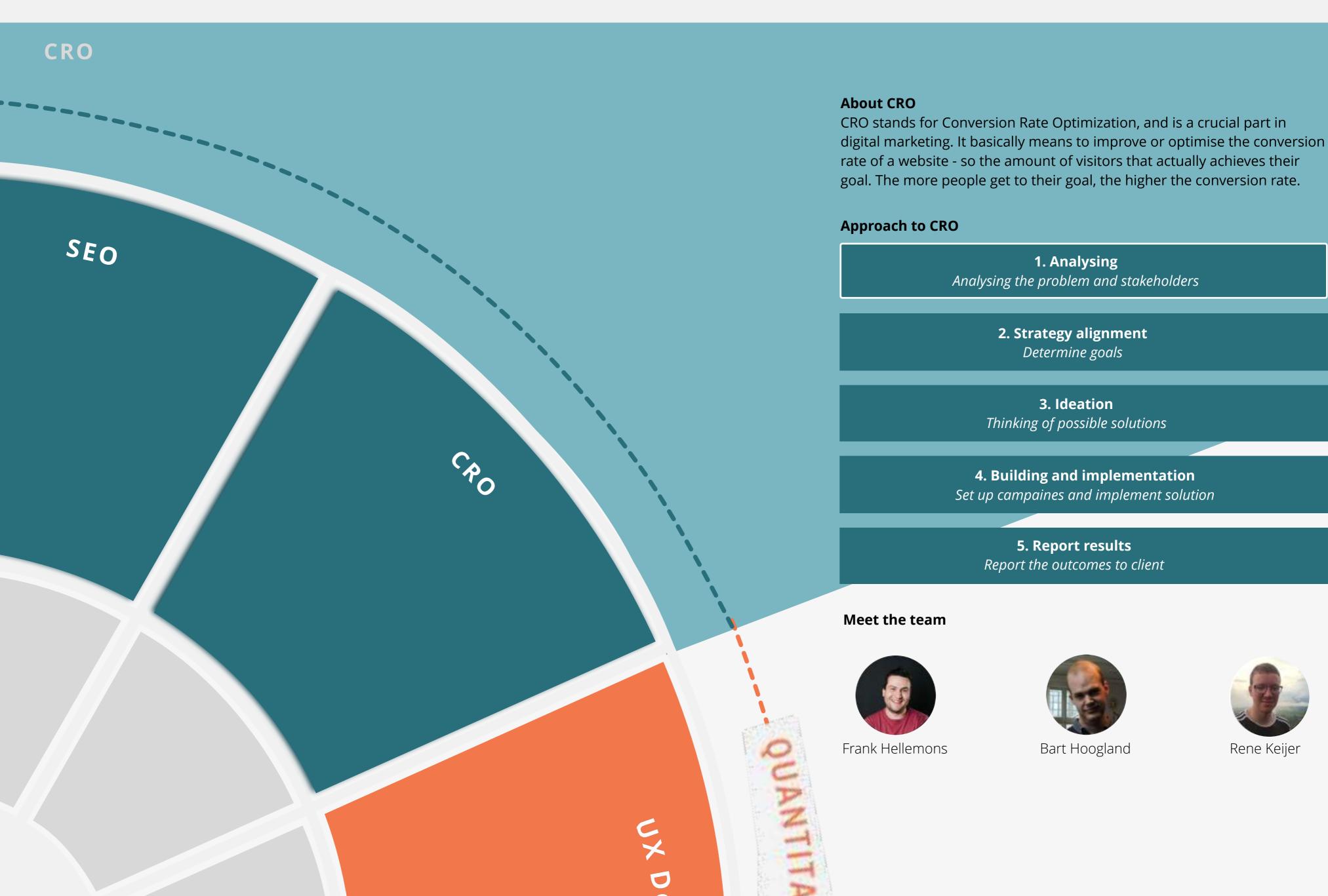
Bart Hoogland



Rene Keijer

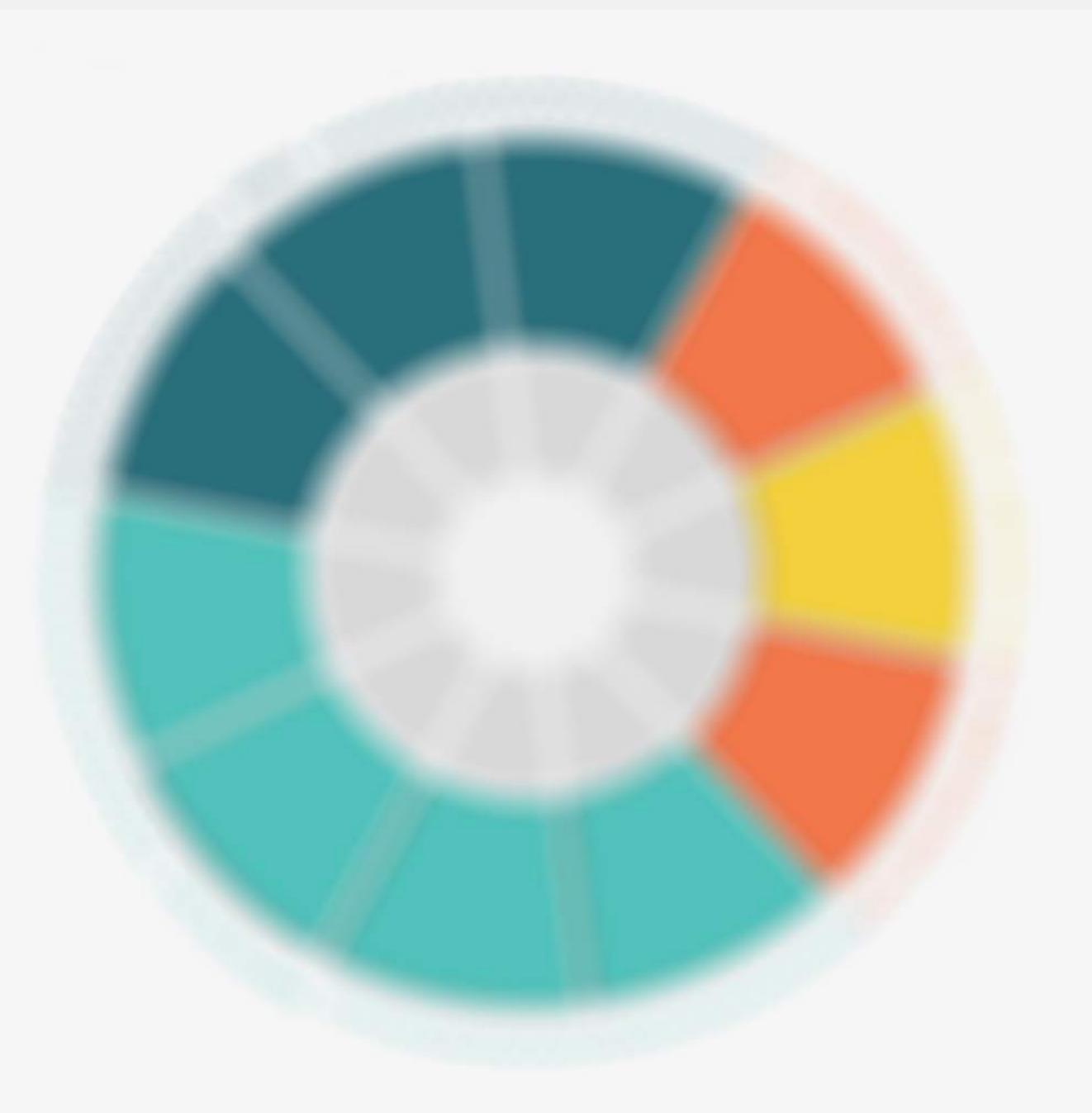
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Rene Keijer

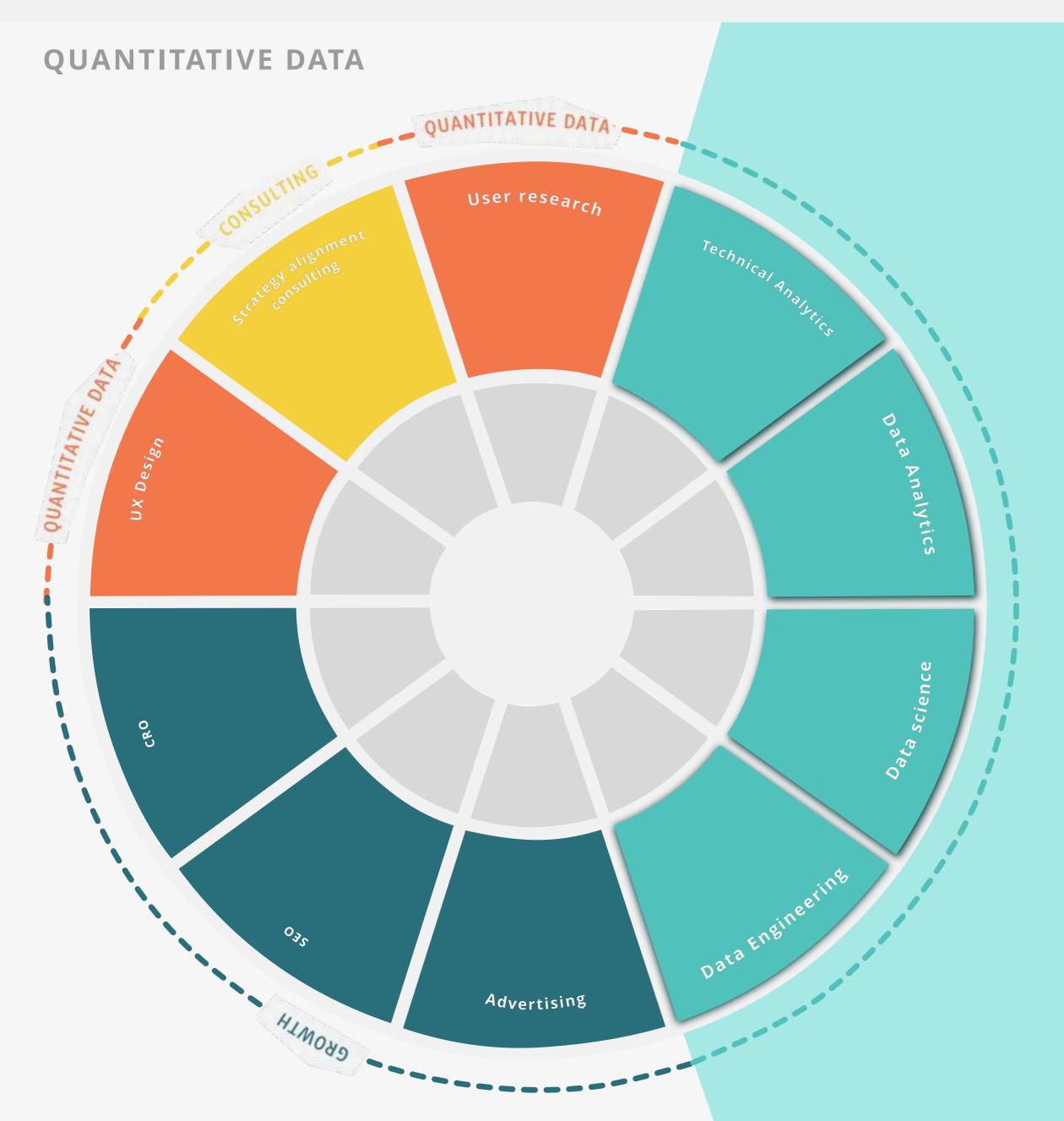


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Strategy Alignment & Consulting

Data wizards! Talk to these guys for all your needs concerning quantitative insights, data infrastructure and algorithmic modelling.

Qualitative data apporach:

1. Collect requirements

With the client

2. Define plan

Design and Ideation

3. Alignment & selection

Of the gathered ideas and designs

4. Define plan

Again, based on the results

5. Building and/or automation

Dashboards and reports

6. Testing

lesting the result

7. Release to client

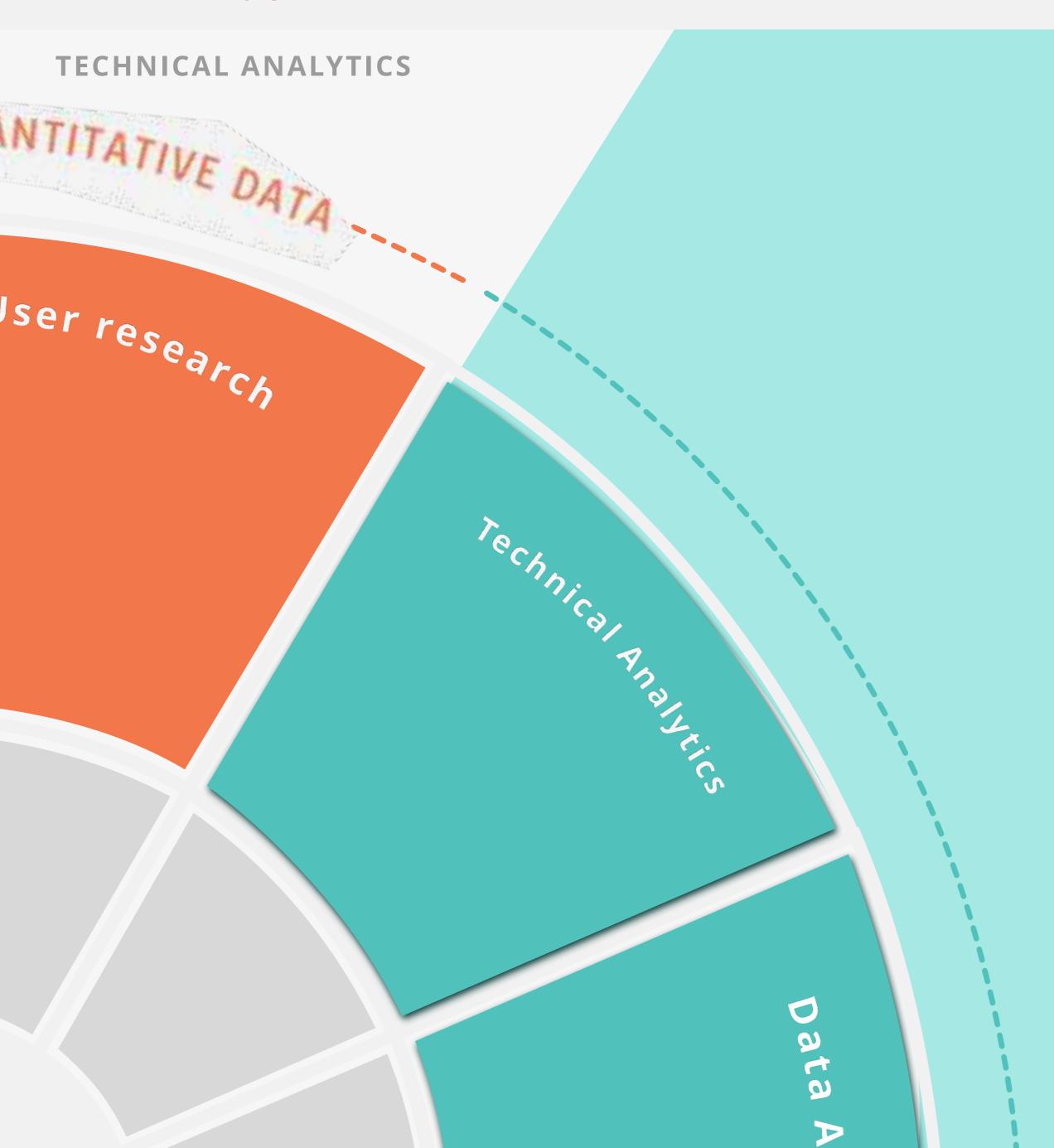
Deliverv

8. Trainings

- Improving already existing skill:

9. Periodic analyses

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About Technical analytics

A Technical Analytics expert is a collocutor for the departents of Marketig, IT and Marketing Intelligence. They search for special insights that the marketing team can improve about products.

They mostly develop and implement digital analytics and marketing automation systems (DMP).

Technical Analytics Approach

1. Orientation

Getting acces to all the tools

2. Analysing the problem

Google Analytics and Google tag manager scan

3. Roadmap

Documenting findings and opportunities



Michael Hansen



Martijn Kooi

HELP

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DATA ANALYTICS nical Analytics

About data Analyst

A data analyst can visualize data with reports and dashboards to provide insights to the customer. The data analyst transforms a technical dataset into business insights through visualisation. To do this knowledge of both databases/GA and business perspectives is needed, it is a bridge function. Reports are made with the target audience/objectives in mind. A report for C-level audience only holds the main metrics whilst a report for e.g. a marketer shows the data for a specific campaign. The actual values of the metrics can be compared with target values and, with the use of colour coding, resulting in an overview of required action.

Data Analytics Approach

1. Initiation

Define architecture, first analyses of available data, assign priority to reports

2. Refinement

Go in depth for the first subject, Determine requirements, validate dashbaord concept

3. Implementation

Set up data connectivity, implement business logic, create visualisations, set up authorization, collect & process feedback, roll out report



Elena Nesi



Ello Griek

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DATA SCIENCE Analytics

About Data Science

A Data Scientist can conduct an ad-hoc analysis using data, and present his findings with graphs, visualizations or table summaries. He uses programming and statistical languages such as Python and R, to answer business questions, or generally gain insights from large datasets. He enjoys building models and algorithms performing specific tasks (see Data Science Infographic for more information) and closely collaborates with Data Engineers or Data Analysts. He can automate tedious tasks.

Data Science Approach

1. Problem definition

Define scoping, understanding problem

2. Data collection

Collecting the data, combine different sources

3. Data Exploration

Assesing quality and fining trends

4. Data Transformation

Getting the data in the shape you need

5. Data modelling / analyses

Applying model to data

6. Deployment result

Communication to client - connection to engineering



Ryno Marree

HELP

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DATA ENGINEERING **About Data Engineer** the rest of the data team to do their job. Data scie **Data Engineering Approach** 1. Design Lorem Ipsum 2. Develop Lorem Ipsum 3. Test Lorem Ipsum 4. Deploy lorem Ipsum 5. Support Lorem Ipsum Meet the team Ruben Ortiz Martin

A data engineer's primary job responsibilities involve preparing data for analytical or operational uses. This includes building data pipelines to pull together information from different source systems; integrating, consolidating and cleansing data; and structuring it for use in individual analytics applications. He or she builds the infrastructure which enables

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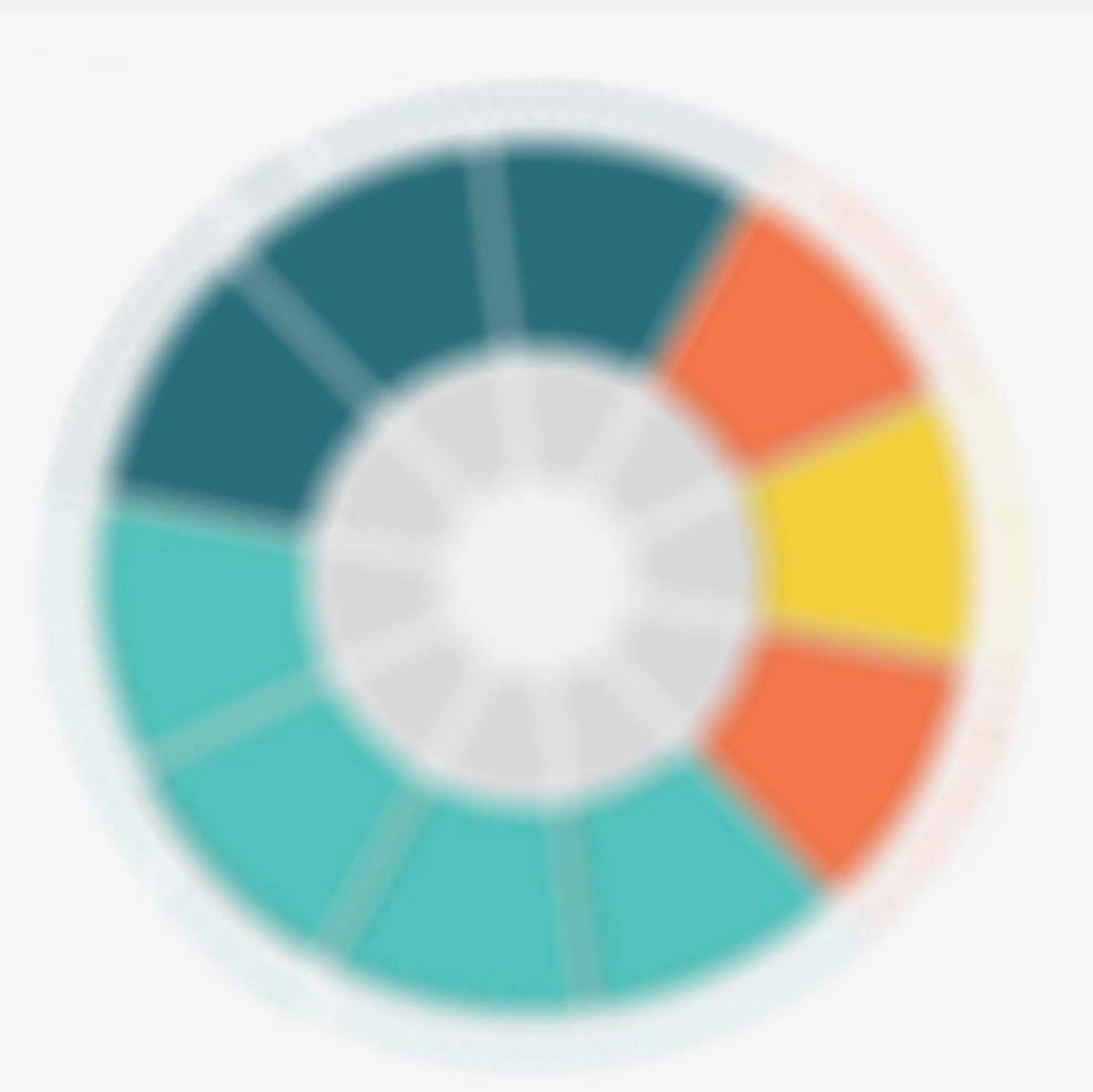
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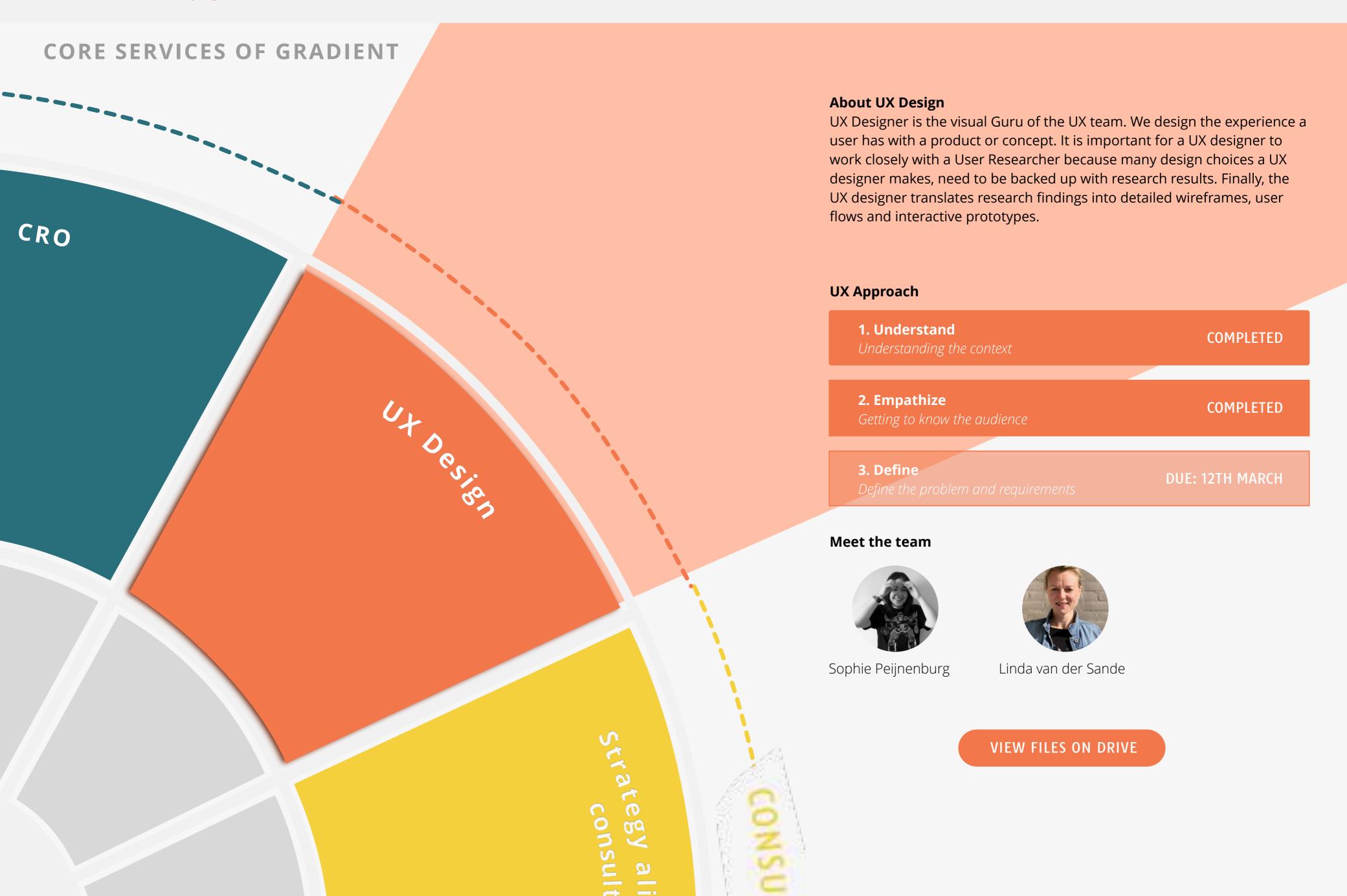
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CORE SERVICES OF GRADIENT

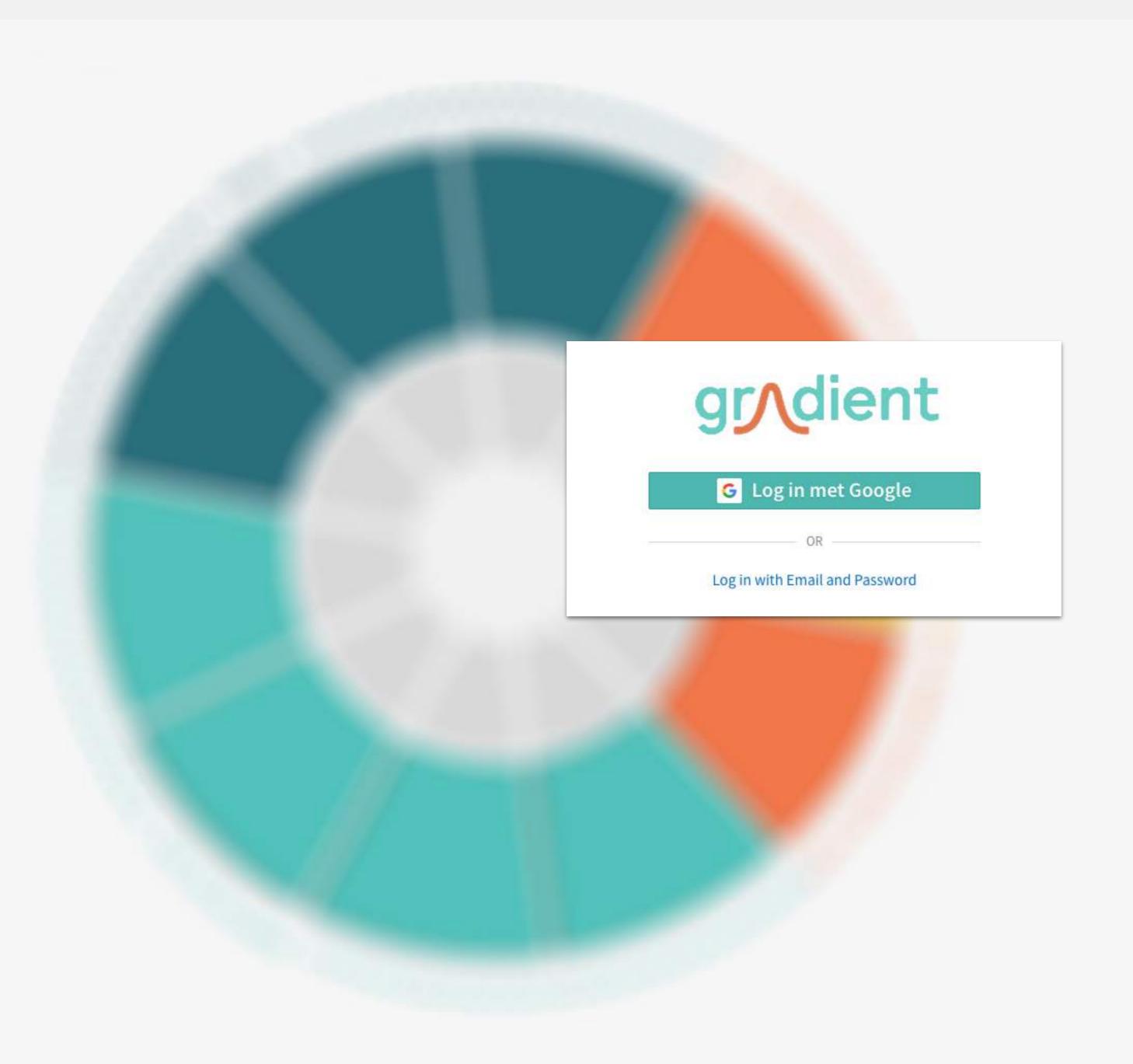


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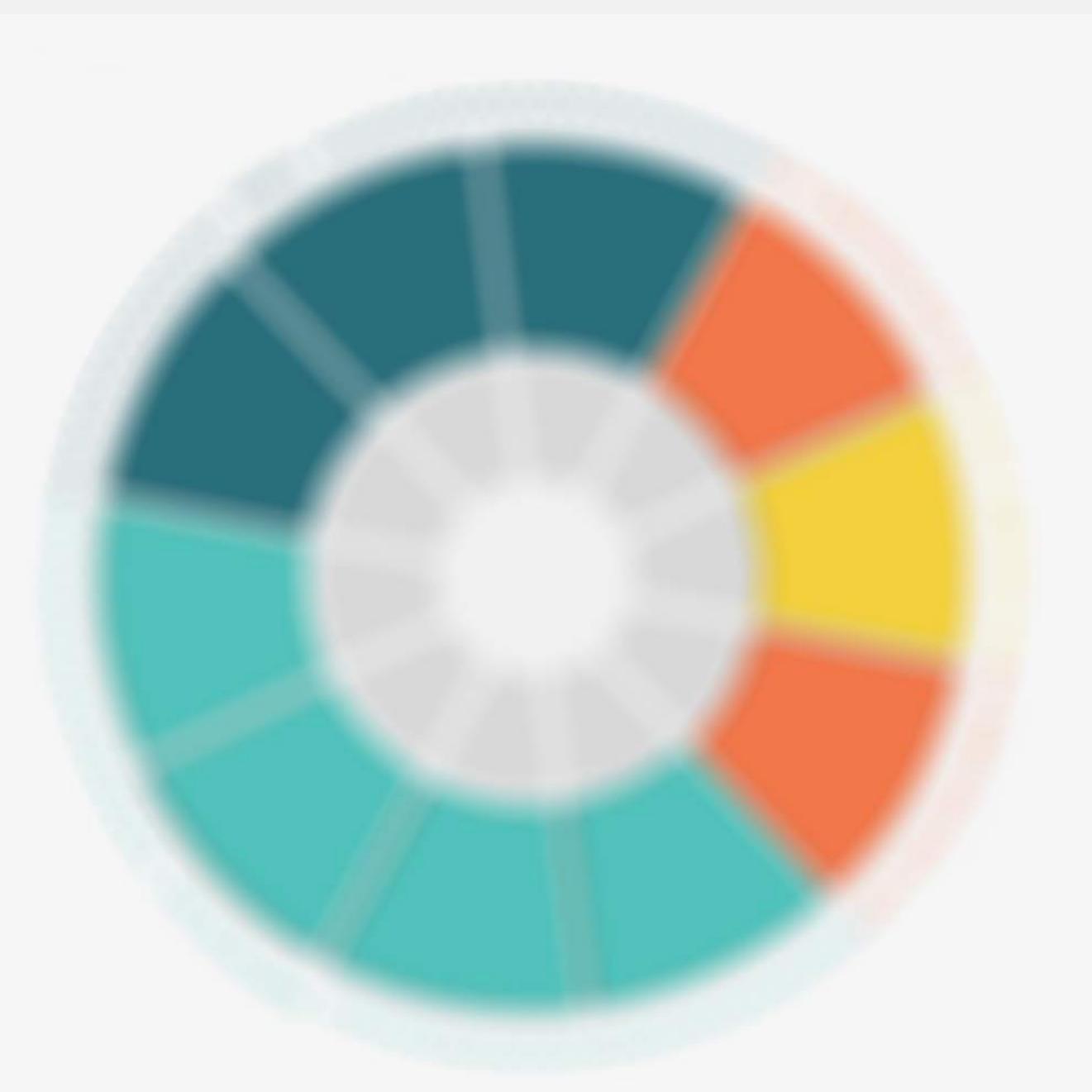
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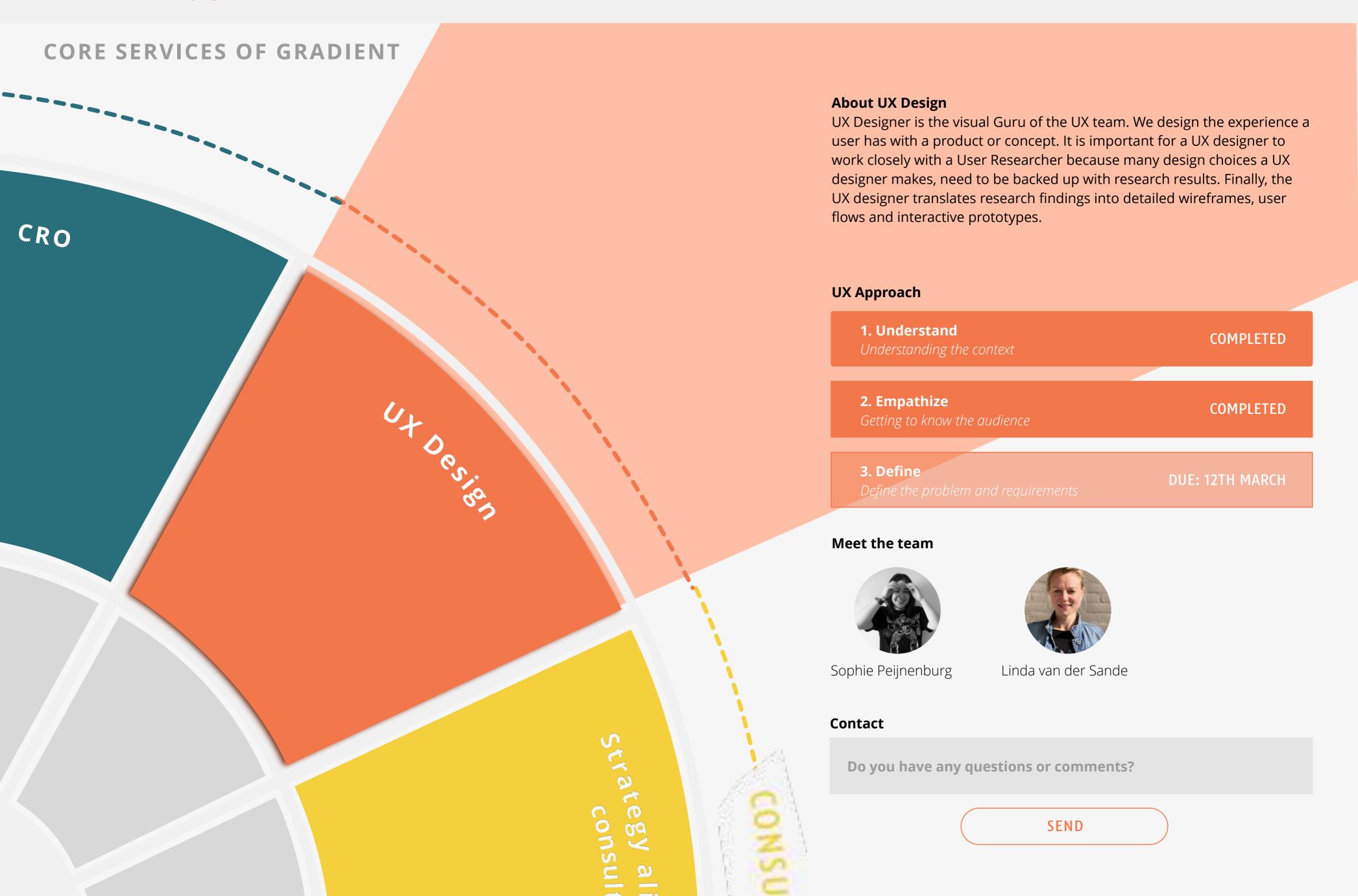


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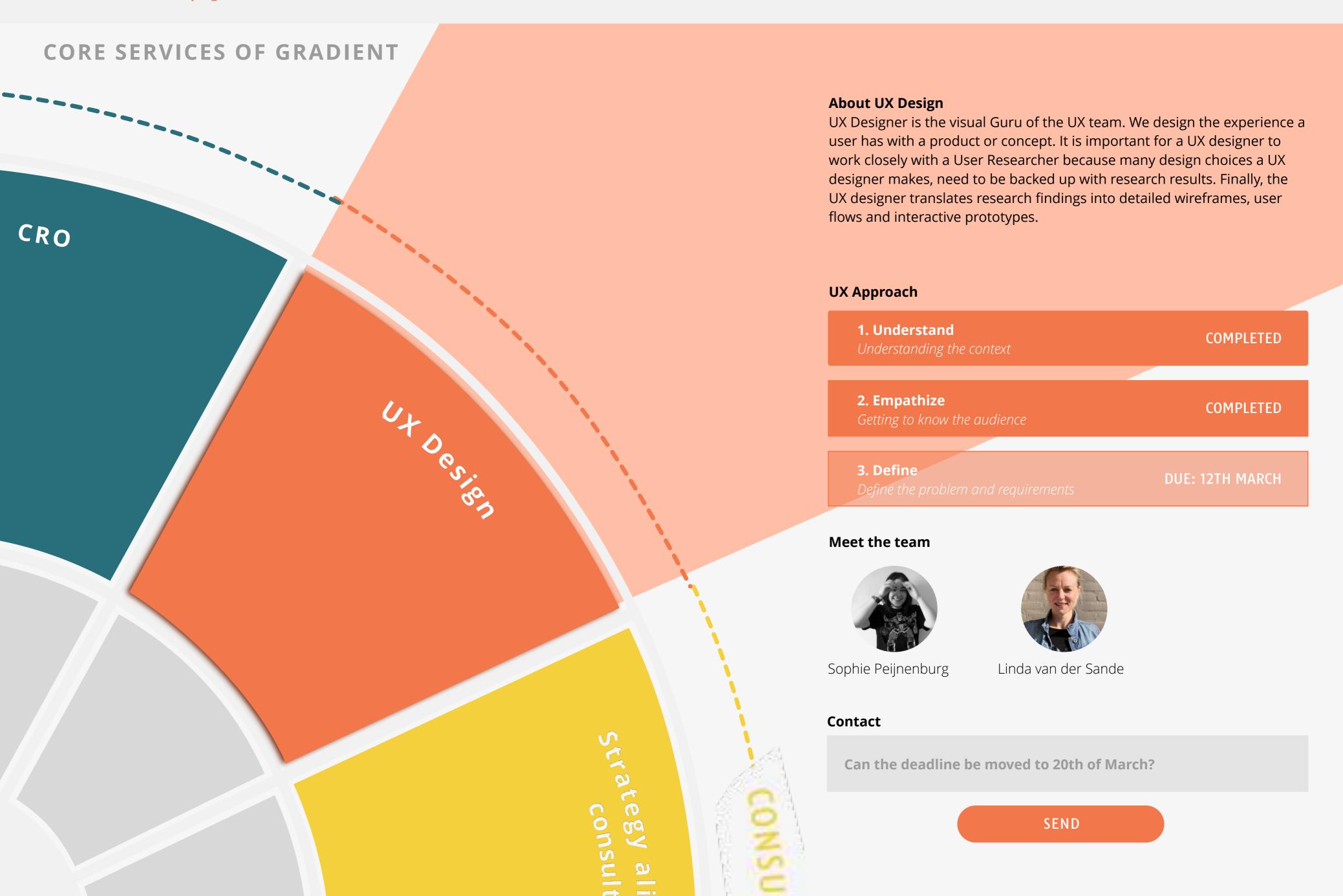
CORE SERVICES OF GRADIENT



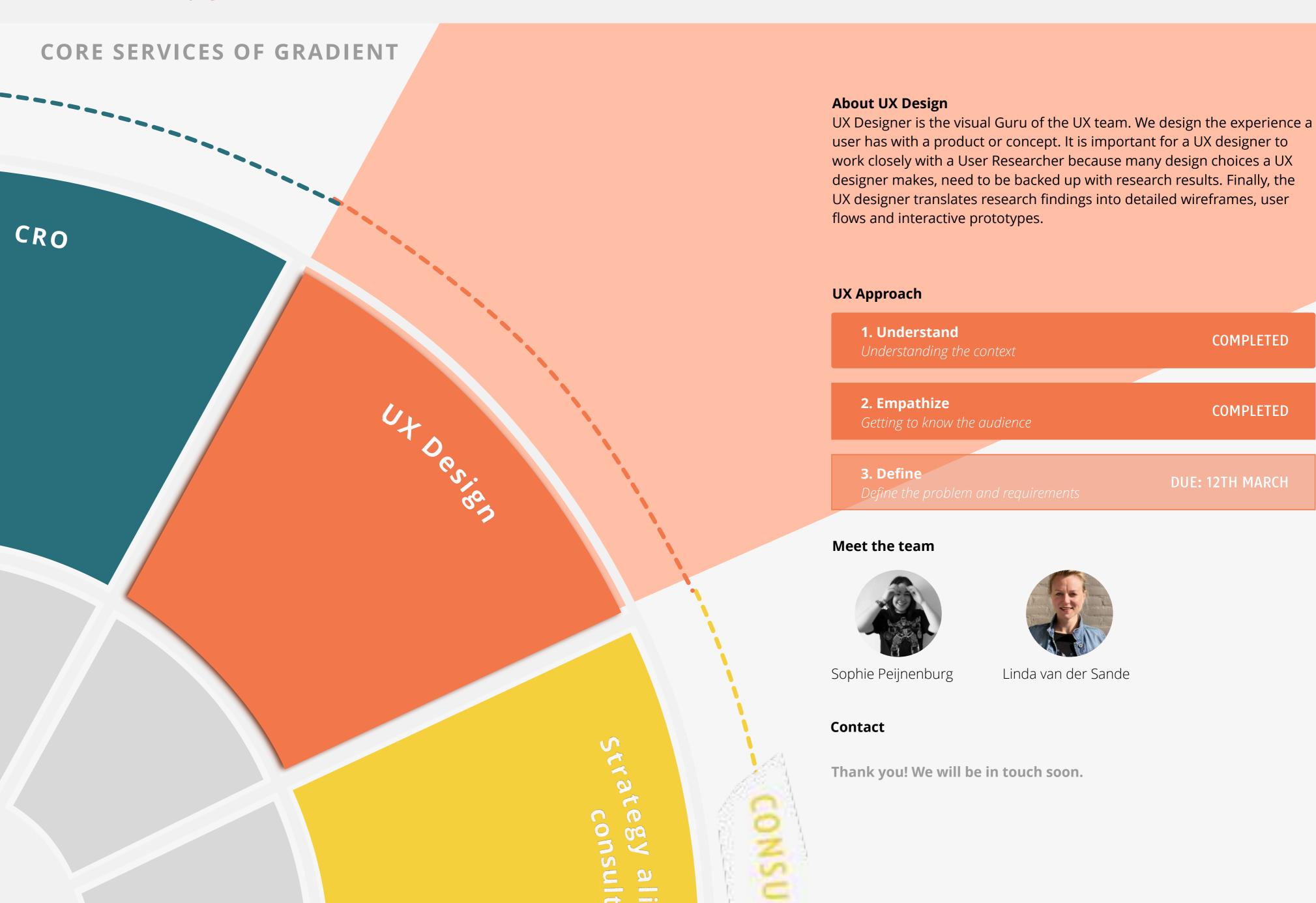
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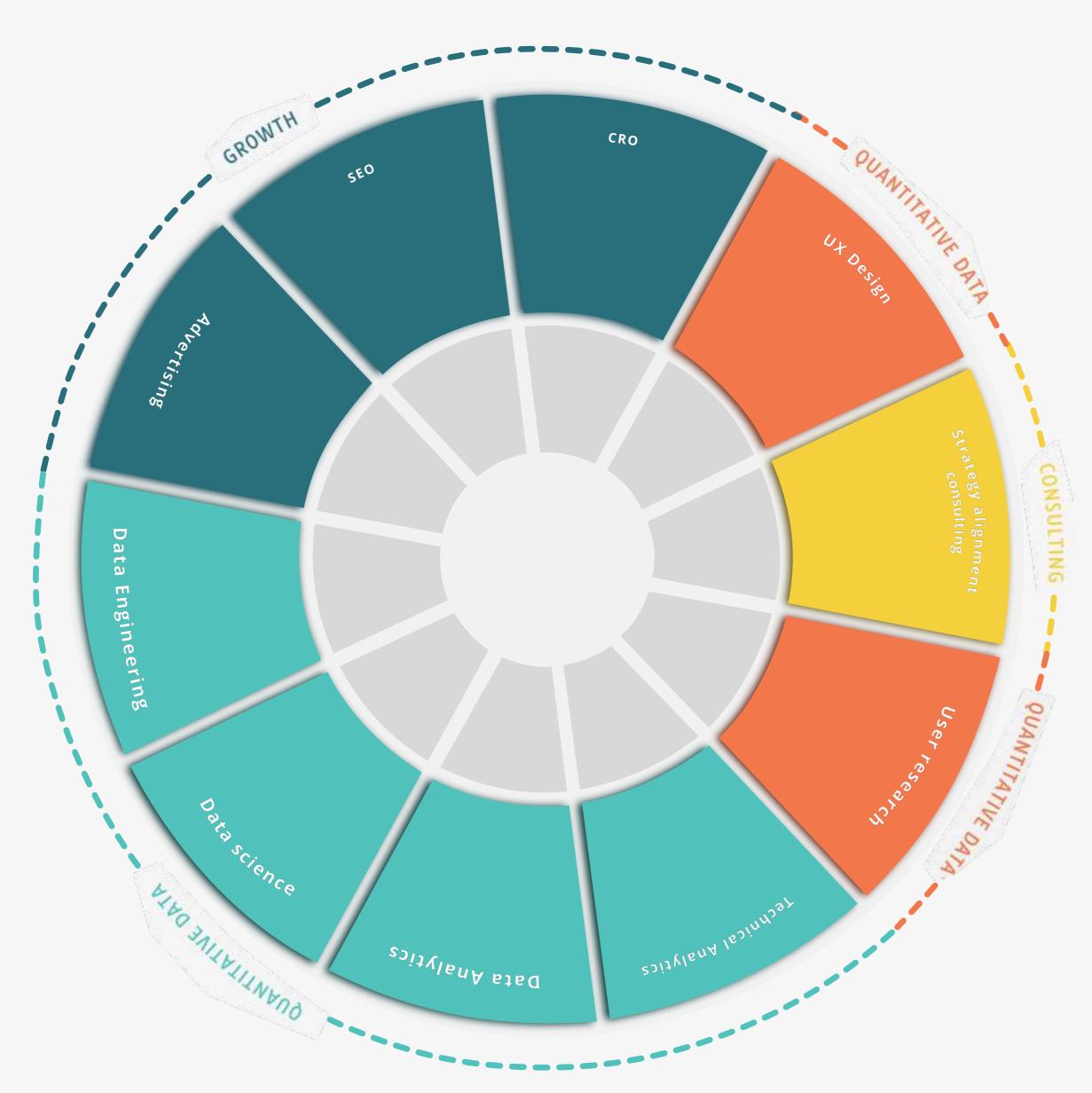


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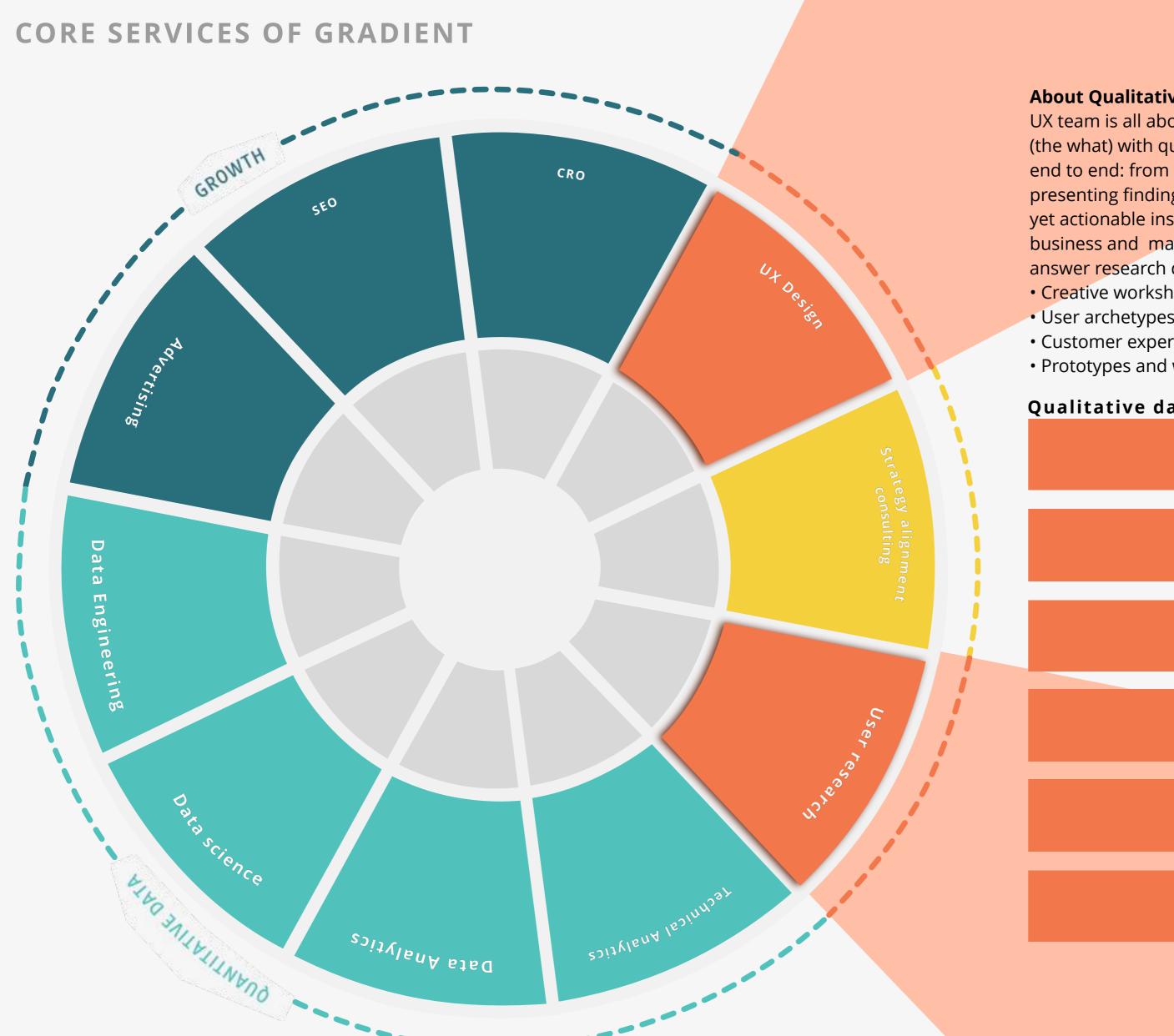


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ADD TO JOURNEY

