

VALIDATION PROCESS

You are about to introduce a new product or enter a new market. Your first concern is determining the exact costs associated with acquiring a new customer.

The first campaign is rarely successful, but it is crucial to determine what is effective and what is not.

This is the reason behind the development of our 90-day validation process. With this process, we validate your initiative and efficiently determine its effectiveness. **This allows you to pinpoint the most effective areas for your marketing efforts.** After this period, you will have a clear picture of the potential for a long-term partnership with us.

This is what you can expect in 90 days.

READY-SET-GO!

First, we lay the groundwork, with **two weeks** of preparation in which we learn to understand the market and target audience. This is how we ensure we are ready for the market launch and live campaigns.

Data Quickscan: An audit of the data foundation with a measurement plan.

What is Success Workshop: Finding out main and sub-questions. When are these 90 days a success?

Go-to-market Workshop: Together we identify the offer, competition and target audience. To determine the proposition and message.

Campaign development: Including wireframes landing page based on the elaborated message defined from the proposition.

01.

TEST & LEARN.

A powerful proposition separates winners from those who are lagging behind. Now we know how your offer separates itself from the rest, we need to test how to communicate this most effectively to the target audience.

In this phase, we spend 10 weeks testing approximately 100 combinations and variants to find the perfect combination that works:

- Message
- Website
- Campaign types
- Creatives

02.

ADVICE & GROWTH PLAN.

Together we reflect on the entire process and finalize the process in **the last week** with:

Advisory report: here we answer the question of what a customer will cost you. We also share all the insights on which this conclusion is based.

Growth plan for the future: what potential do we see in the short and mid-term? We give you a guideline on the growth path for the next 12 months.

03.

“After 90 days, we will know how your business can achieve exponential growth in a sustainable way.”



Edward Stapel
Head of Digital Advertising.

Wondering what our 90-day €30,000 Validation Track can do for you? Then schedule a non-binding introductory meeting now.

Get in touch