



**Only when you
really understand
people, can
you truly mean
something to them.**

Understanding today. Shaping tomorrow.



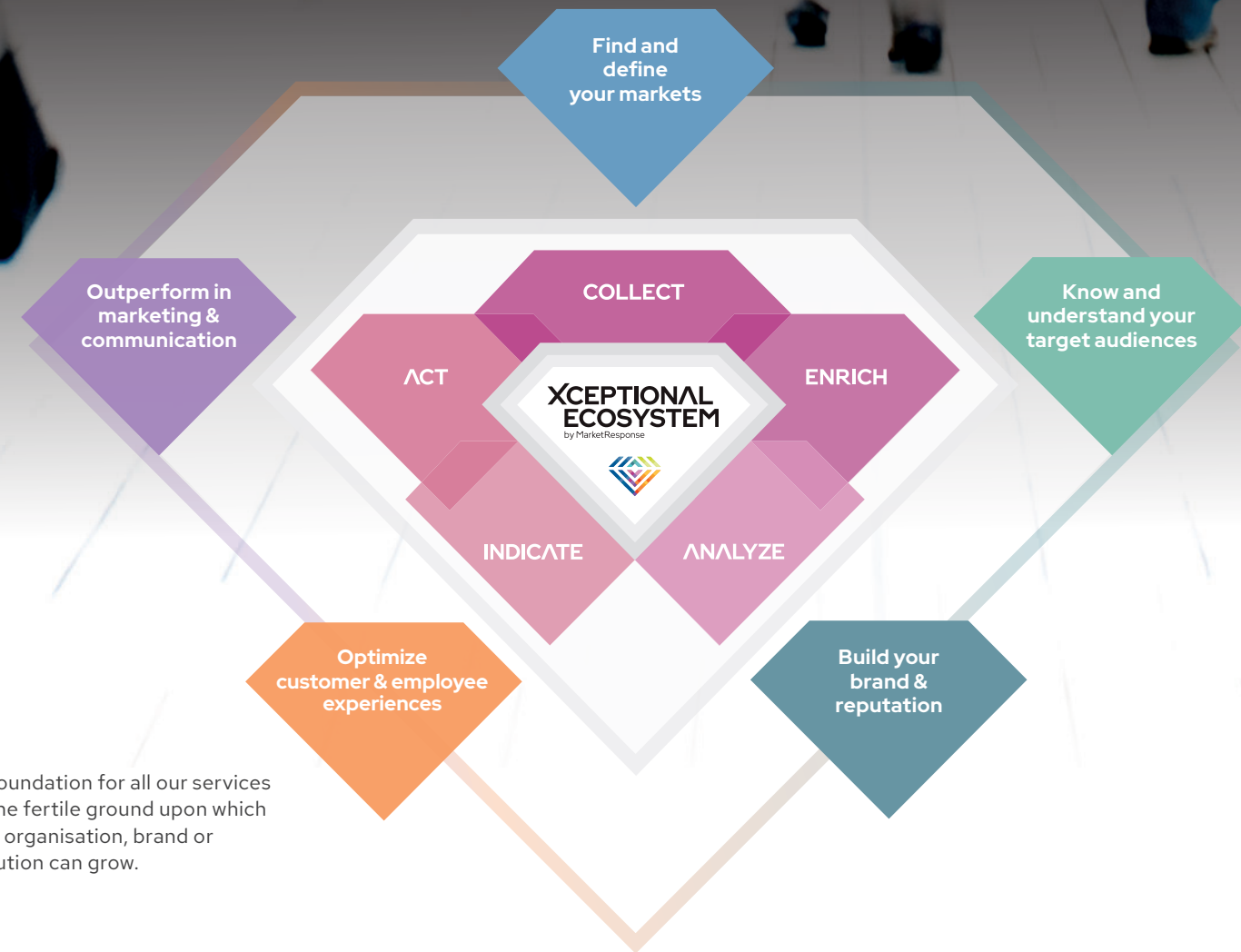
**MARKET
RESPONSE**

Xceptional brands and organizations own the future

How and when can you **distinguish your brand** in our increasingly digitalised society? When do you show people what you stand for and how do you show them that your brand goes above and beyond? The answer: as part of your **customer experience**. People evaluate brands and organizations according to their personal perceptions and experiences. MarketResponse helps you understand how you can best impact this to your advantage. Welcome to the Xceptional ecosystem; a place for brilliant growth.

Xceptional ecosystem - our foundation

Understanding begins with data. Using our research technology software as well as that of our premium partners, we collect, enrich, analyze and show you what the data means: A combination of 'the best of breed'. It's how we've established our unique CX- & EX-insights ecosystem.



The foundation for all our services and the fertile ground upon which every organisation, brand or institution can grow.

Find and define your markets

What does your market really look like? Where do the new opportunities lie? What's the competition up to? Where does your target audience live and how can you best reach them? Where's the ideal place to open a new store or branch? We've got the data and tools to provide you with comprehensive answers so that you can make the best possible choices for your brand's future.

Know and understand your target audiences

We're all clients, citizens, donors or patients - each with our lifestyle and drives. We help you to really understand people in order to create your communications that move them and influence their future behavior. What's more we'll show you the vast amounts of client data already in your possession - helping you mine and use this knowledge effectively.

Build your brand & reputation

We help you laser focus your positioning. Transforming your unique brand vision into a powerful brand comms strategy with a compelling creative concept at its core. We test whether your employees, clients and stakeholders experience your brand as intended - helping you to manage and continue building on your brand reputation.

Outperform in marketing & communication

We turn insights into activation - thanks to automated yet personalized dialogue and relevant offers. We develop creative content and data-driven campaigns. We understand your different buyer personas through and through and know where and how to reach them in order to continually test whether your marketing and comms are meeting their needs.

Optimize customer & employee experiences

The customer experience or client journey is crucial to the success of powerful brands and organizations. We follow and analyze the various interactions along your customer journey and help you continually optimize along the way. We monitor client satisfaction, customer service and employee experience because only with motivated personnel can you bring your brand values to life.

XCEPTIONAL ECOSYSTEM

by MarketResponse

A partnership for you
to offer lasting and
powerful experiences
for your clients,
resulting into loyalty
and return.

The potential to help you to
truly understand your next
step making an impact.

We collect client-specific data and combine it with our extensive database with a potential
for deep knowledge of Dutch society, tailored across different dimensions.



The potential to tailor
datasets to CX and EX
based insights, not available
anywhere else and vital for
ever-changing brands and
conversations.

The potential to help you gain
insights from data, in order to make
a vital next step in your changing
market and position.

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