

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

Understanding today. Shaping tomorrow.



**MARKET
RESPONSE**



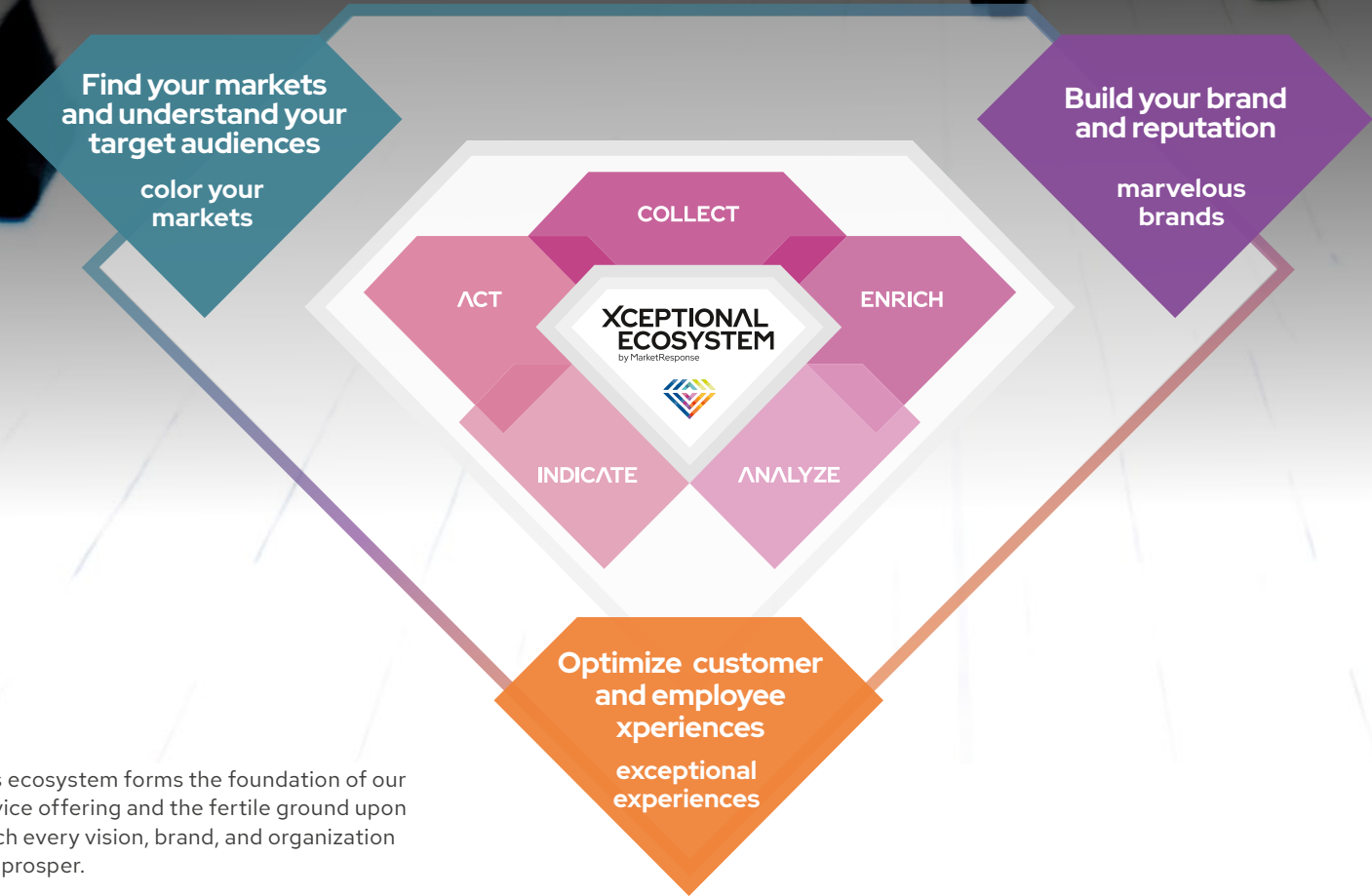
Xceptional brands and organizations own the future

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

A truer understanding of people starts with data. We collect, enrich, analyze and interpret data using MarketResponse AI-powered research technology and that of our premium partners. A 'best in class' collaboration that powers our unique MarketResponse CX- and EX- insights ecosystem.



This ecosystem forms the foundation of our service offering and the fertile ground upon which every vision, brand, and organization can prosper.

XCEPTIONAL ECOSYSTEM

by MarketResponse

Find your markets and understand your target audience

color 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, what is their lifestyle and what drives them? We help you to truly understand people, to tune your communication to their needs and influence their behavior.

Optimize customer and employee experiences

exceptional
experiences

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.

Build your brand and reputation

marvelous
brands

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
for deep knowledge of Dutch society,

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ACT

XCEPT
ECOS
by MarketResponse



INDICATE

with our extensive database with a potential tailored across different dimensions.

LECT

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SYSTEM



ENRICH

ANALYZE

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.

marketresponsegroup.com

welcome@marketresponsegroup.com

+31 33 330 33 33

Utrecht | Amsterdam | New York



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