



Certified Partner Program

Trusted by over **1200 companies** like:



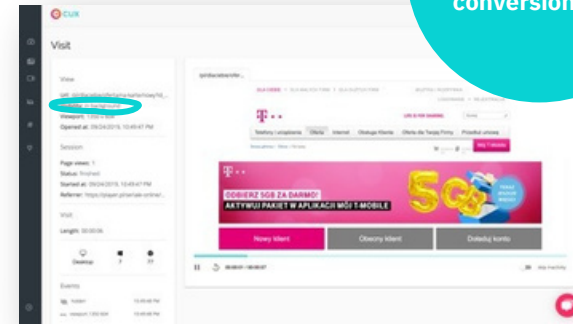
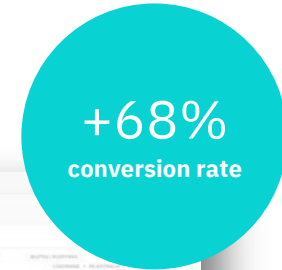
PURPOSE OF THE CERTIFICATION PROGRAM

Building a **user-centric digital world** is inevitable for those who wants to achieve market advantage and further develop their businesses.

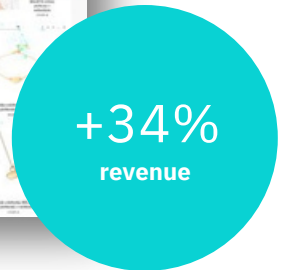
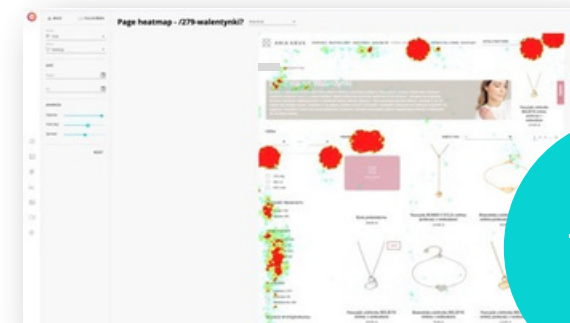
At CUX, we want to support entrepreneurs on the way to understand their users, design products and services that respond to their needs, and effectively implement UX & Analytics Automation.

The Certification Program for Agencies dealing with broadly understood marketing is an opportunity to create a network of trusted Partners, equipped with the substantive knowledge and analytical skills.

The Partner Certificate is a confirmation that the **agency has an innovative approach to analytics** and adapts to a rapidly changing world.



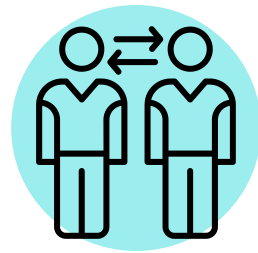
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ELEMENTS OF THE PARTNER CERTIFICATION



ONBOARDING



MENTORING



CERTIFICATION



**ADDITIONAL
MATERIALS**



ONBOARDING

Onboarding is an **introduction to the essential tools and techniques** needed to implement a **successful UX & Analytics Automation**. It consists of two parts, which together provide a **holistic overview available to the entire company**.

Total cost:
350 EUR

Marketing onboarding

- ▶ 1.5-hour communication training.

- ▶ You will see proven methods and sales techniques to effectively argue for the introduction of advanced analytics to your customer's daily activities.

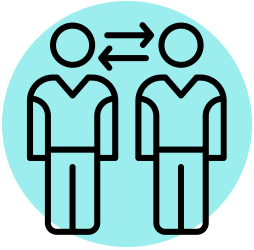
- ▶ Available to the entire company.

Technical onboarding

- ▶ 1.5-hour analytical training.

- ▶ You will learn how to use the tool, set analytics, work with Goals and Waterfalls, read heatmaps, and analyze Experience Metrics.

- ▶ Recommended to those who will be using the tool, available to the entire company.



MENTORING

- ▶ **6 x 1.5-hour mentoring meetings**, during which 2-3 of agency's employees work on real projects under our guidance.
- ▶ You will see guided tool configuration and how to adapt it to your specific needs, while working on up to 2 projects and data of your actual customers.

As a result of mentoring, you will know how to:

- Extract ready-to-use recommendations and insights reports for you and your clients.
- Independently develop analytical strategies for clients from various industries,
- Interpret quantitative and qualitative data in the context of UX/CX/SXO,
- Conclude data-driven recommendations in order to translate it into a replicable and scalable process.

**Total cost:
800 EUR**



CERTIFICATION

After the mentoring process is completed, you will receive a certificate which will be **an official confirmation of the acquired skills:**

- reading and drawing **in-depth conclusions** from recordings and heat maps,
- properly **analyzing data** regarding users' experiences and behaviors,
- building a functional **analytical strategy** based on qualitative data,
- **optimizing campaigns** and Customer Journeys with the use of behavioral data,
- **translating customer data into insights** and build a product, its marketing and communication, or sales strategy based on them,
- finding so-called "quick wins".



ADDITIONAL MATERIALS

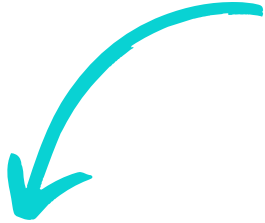
After completing the program you will receive **a package of CUX materials to be used in your own communication and needs**. As part of the package you will receive:

- A certificate confirming your belonging to CUX Certified Partners,
- Presentations explaining the advantages of introducing CUX to the organization (from your clients perspective),
- Case studies for communication with clients/use during presentations and lectures attended by agency employees,
- CUX logotype to be used in communication.

COSTS OF THE PROGRAM

The costs include:

- Marketing and technical onboarding (350 EUR),
- 6 mentoring sessions (800 EUR),
- Subscription for clients (varies).



Contact us to choose the perfect model according to your needs.

The subscription costs depends on the model you choose:

- **Flexible model** - a monthly payment for each of your clients projects/domains that use CUX (price depends on the traffic volume and data retention time). **You are responsible for all parts of the customer care.**
- **Rotation model** - a fixed price of 99 EUR for each project included in the rotation model. Requires a minimum 6 months contract and a declaration of redemption of minimum 3 projects a month. **You are responsible for all parts of the customer care.**
- **Margin model** - you will receive a one-time success fee for each signed client, while CUX will take over all parts of the customer care (signing the contract, legal processing, ongoing analytical services, contacts, custom features, etc.).



WHY CUX?

CUX helps to optimize conversion on many levels (conversion 2.0): **from the first moments of customer contact with the brand to achieving a business goal.**

CUX is the right choice if you are looking to:

- **improve marketing content** as well as **user experience** on your website,
- **find pain points** and problems in the paths of customers coming to the website,
- catch the so-called **marketing blindness**.

We will help you identify and achieve your goals thanks to:

- **immediately catching technical problems** that prevent customers from completing their visit,
- **increasing the level of conversion** thanks to the analysis of user behavior,
- **analyzing various scenarios** of customer behavior and paths,
- **focusing only on important metrics** which the tool selects on its own thanks to the use of ML algorithms (no "data overloading"!).



SUCCESS STORIES FROM THOSE WHO TRUSTED CUX

1

Saving 45k EUR/month in 15 minutes thanks to goal-oriented analysis.

CUX features: the analysis of visit recordings, pre-selected in relation to their business goal.

Result: detecting and fixing customer issues at checkout.

2

Increasing the conversion 3x thanks to contextual campaigns.

CUX features: heat maps presenting products and pages that attracted the greatest interest of customers.

Result: significantly more effective campaign content selection process.

3

Increasing the conversion by 75% in 3 months, thus **saving over 105k EUR**.

CUX features: continuous quick wins discovery and implementation.

Result: time and cost-effective improvements for our premium e-commerce client.

4

Reducing support costs by 37% thanks to the user behavior analysis.

CUX features: examining the behavior of customers abandoning their carts.

Result: introducing minor changes in the payment process with big impact on the costs.



At your service!

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