



Certified Partner Program

Trusted by over **600 companies** like:



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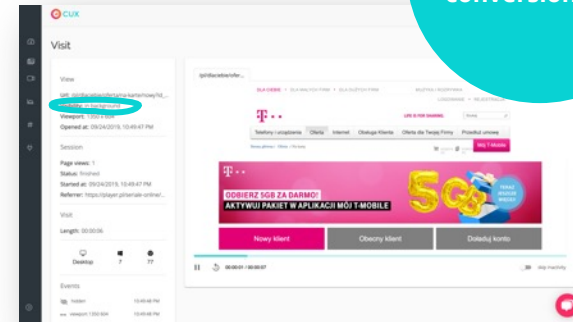
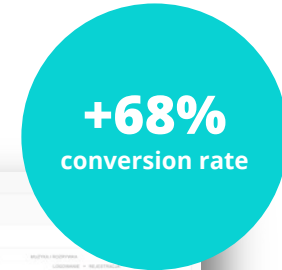
PURPOSE OF THE CERTIFICATION PROGRAM

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

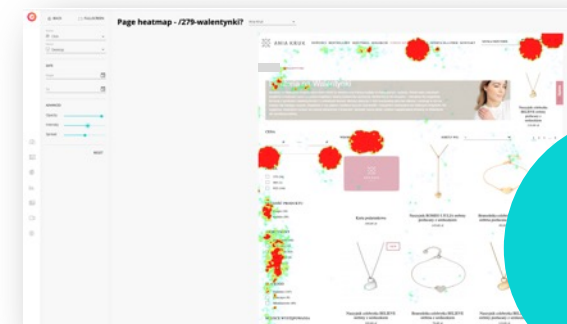
At CUX, we want to support entrepreneurs on the way to understand their users, design products and services that respond to their needs, and effectively implement UX & Analytics Automation.

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.



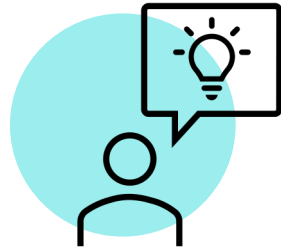
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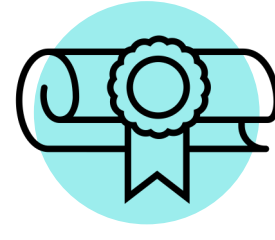
THE PERKS OF PARTNERSHIP



AGENCY ACCOUNT



MENTORING



CERTIFICATION



QUICK WINS PACKAGE



AGENCY ACCOUNT

An agency account means:

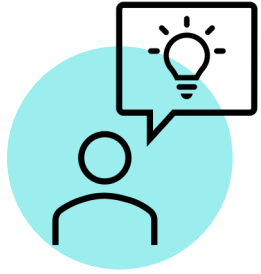
- × multiple clients' projects managed by one account with unlimited admins/users,
- × enable client users to see and manage their data,
- × control over customers' projects (smart alerts),
- × various settlement entities,
- × preferential pricing.

The **final quote** depends on the **predetermined number of clients' projects** (domains) and **the traffic volume**.

As a rule, we settle accounts in a **flat-rate model** (invoices issued with cooperation lasting over 6 months).



Flat-rate



MENTORING

Mentoring scope:

- × 6 meetings 1.5h each for max. 3 people (lasting approx. 2 weeks),
- × guided tool configuration and adapting it to the needs of specific agency clients,
- × work on actual customers' projects and data,
- × support in the data interpretation and concluding recommendations in order to translate it into a replicable and scalable process.

As a result of mentoring, the Partner will gain an ability to:

- independently develop analytical strategies for clients from various industries,
- interpret the quantitative and qualitative data in the context of UX / CX/ SXO,
- provide data-driven recommendations for clients.



€800



CERTIFICATION

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

- × ability to read and draw in-depth conclusions from recordings and heatmaps,
- × ability to properly analyze data regarding users' experiences and behaviors,
- × ability to build a functional analytical strategy based on qualitative data,
- × ability to optimize campaigns and Customer Journeys with the use of behavioral data,
- × ability to translate customer data into insights and build a product / its marketing and communication / sales strategy based on them,
- × the ability to find quick wins.



QUICK WINS PACKAGE

additional

The “Quick Wins Package” includes:

- × sales process analysis + discovery of sales drops and blockages,
- × analysis of the product page in the context of user behaviors and interactions,
- × homepage usability analysis + conversion optimization recommendations,
- × analysis of traffic from paid campaigns + optimization recommendations.

“Quick Wins Package” are based on analyzes and recommendations carried out by CUX’s experts.

All analyzes and recommendations are based on behavioral data and user behavior patterns.

€700
per project




At your service!

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