



We bring data to life

THE ACCREASE DIGITAL HANDBOOK

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An aerial photograph of a city, likely Stockholm, Sweden, featuring a river (Svea River) flowing through the center. The city is characterized by dense, historic architecture with many windows. A large, prominent building with a dome is visible in the background. In the foreground, a bridge crosses the river, and a blue bus is visible on the bridge. The overall scene is bathed in a warm, golden light, suggesting sunrise or sunset.

**We are the
largest team of
digital marketing
specialists in the
Nordics.**

Our History

Accrease was founded in 2016 to bring together the founders' vision for creating innovative digital marketing solutions and forward-thinking strategies, combined with personalized client attention to establish the best specialist data agency in the Nordics.

With a commitment to consistently growing our global presence, our focus is on attracting and retaining the best talent in the industry. We strive to bring together powerful team members from across the globe, and we're dedicated to building those teams with bold thought leaders who thrive on creativity, inclusivity, and supportive encouragement from the entire organization, from the top down. By implementing the most advanced industry technologies, innovative processes, and data-driven methodologies, we give our teams the tools needed to provide superior value that drives customer success, both now and into the future.

Our distributed working model allows for the benefit of optimal flexibility for our workers, as we provide the opportunity for our teams to work onsite with our customers, remotely as needed, or in a combination of work styles depending on client needs. We

truly believe that by supporting a work/life balance for our employees, we lead the industry in sourcing the best talent and providing a motivational environment centered on the needs of our team members.

Yes, we are best-in-class in our expertise, but we excel as problem solvers and business thinkers.

In other words, expertise alone will not win – critical thinking and creative problem-solving are required to lead our clients forward into a digitally driven future.

Today, we are proud to say that we are the largest team of digital marketing specialists in the Nordics. We're pleased to introduce you to the people, practices, and policies that make Accrease a revolutionary industry player, and we're excited to give you a glimpse into the journey that lies ahead for valued members of our global team.



2020
**DIGITAL EXPERIENCE
SOLUTION PARTNER OF THE YEAR**
ENTERPRISE | NORDICS



2021
**DIGITAL EXPERIENCE
EMERGING PARTNER OF THE YEAR**
ENTERPRISE | WESTERN EUROPE



**Adobe
Solution Partner**
GOLD

SPECIALIZED
Adobe Analytics
Adobe Target

“ Our unwavering dedication to Adobe solutions is the heartbeat of everything we do. We work alongside clients, empowering them to leverage data through Adobe Analytics, Adobe Audience Manager, Adobe Target and Adobe Experience Platform to drive digital growth

Bring your Adobe solutions to life.

Accrease in Numbers

2016
FOUNDED

40+
ADOBE
CERTIFICATIONS

20+
PEOPLE

2
ADOBE
SPECIALIZATIONS

OFFICES

COPENHAGEN

AARHUS

HELSINKI

OSLO

STOCKHOLM

Proud to be the only Nordic
Adobe partner who have
achieved Specialization for
Adobe Analytics and Adobe
Target

nets

coop


SAINT-GOBAIN

D&R
Touristik

SATAIR


SCANIA

Nordea

VOLVO

SpareBank **1**

Why Accrease

Accrease is partly from the classical Latin word **accrēscere**, which means to increase in size, grow larger, grow big, grow up, and increase.

This simple definition also encompasses our conceptual view of working with our customers. We are passionate not only about providing a short-term resolution for problems or technology bottlenecks, but about using our critical thinking processes to offer scalable digital solutions that fuel business growth.

All the customers of Accrease are on a journey to improve data-driven decisions and enhance personalization to strengthen the customer experience across all touchpoints. In order to support our customers in this journey it's essential that our team consists of workers who are intrinsically motivated and value the opportunity to be fearless, independent, and share novel ideas that have the power to change the way our clients run their businesses.

Our greatest passion and motivation lies in helping our clients modernize their business with technology advancements, digital solutions, and the opportunity to expand on a global level. If our clients are successful, we are successful – and we celebrate that success with every one of our team members that have made it possible.





Our Vision

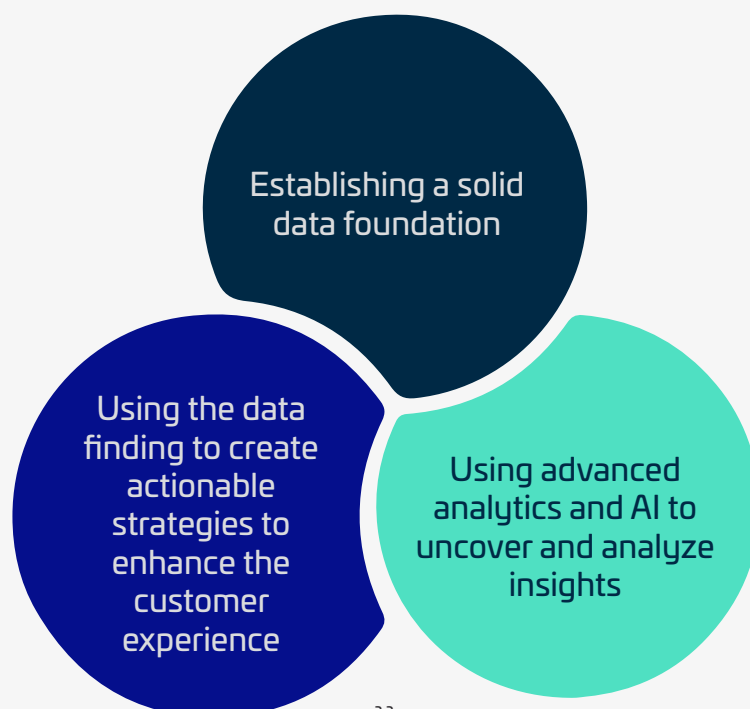
The goal is to turn data into information, information into insights, and insight into actionable strategies.

One of the challenges that companies face in the digitally driven modern workplace is diving head-first into new technologies or expensive tech stack solutions, without understanding the complexities of the systems. We've made it our mission to give our clients the knowledge and strategic guidance to leverage the features of their advanced technologies to ensure a maximum return on investment.

When our customers are given valuable insights backed by powerful data, they are given a competitive edge that allows them to comprehend, incorporate, and scale their technology features to drive their business forward with optimal productivity and profitability.

Our goal is to establish long-term relationships with our clients that extend far beyond project completion, building a future together through honesty, collaboration, and teamwork.

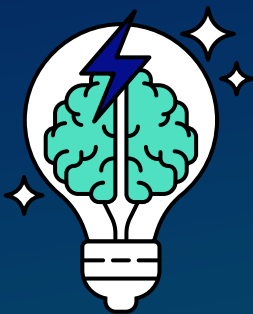
In simple terms, we bring data to life with three critical steps:



Our Core Beliefs

Our core beliefs are manifested in our culture and are the very foundation of our company.

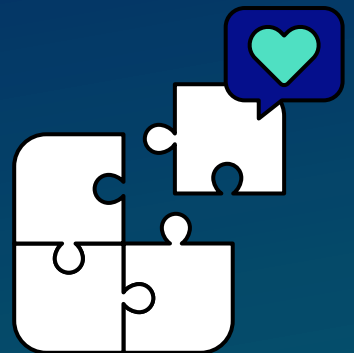
The foundation that Accrease was built upon is based on **autonomy**, **mastery**, and **purpose**, values that drive our teams forward each and every day. We sincerely believe that our devoted commitment to incorporating our core beliefs throughout every aspect of our organization provides our consultants the best possible framework to facilitate collaboration, gain personal and professional development, and execute within our high-performing teams.



AUTONOMY



MASTERY



PURPOSE

Professionalism

Our company is an industry leader in data technology, with special expertise in utilizing the Adobe platform.

We create relationships built on mutual respect, trust, and professionalism in all internal and external interactions, communications, and challenges. Our employees uphold the highest standards of Accrease when representing our organization either remotely, on location, or in the office.

When it comes to bringing data to life, we are technology agnostic. In other words, **we don't care what system is sourcing the data, as long as it delivers our clients the solutions they need to evolve, grow, and thrive.** By enabling our clients with the power and knowledge to make data-driven decisions, we have the unique ability to change the mindset of people working with data and break through historical barriers that impede success.

From a technology perspective, we are proud to be deep specialists in the Adobe platform with the ability to offer targeted insights based on our scope of expertise. When working on this platform, we know

all the ins and outs, common practices, and limitations of the system. As a result of our extensive knowledge, we have a competitive edge over our competitors that allows us to deliver projects on budget, on time, and on brief, while exceeding expectations with our innovative solutions driven by our comprehensive platform experience.



Need an MVP: Minimum Viable Product. I need an MDP: Minimum Desirable Product.

If you're familiar with Eric Ries' Lean Startup methodology, he suggests you start by building an MVP, a product with just enough features to solve the core problem and start getting customer feedback.

An MVP focuses on the business perspective—what's the bare minimum I have to build in order to figure out whether or not I have a business? From a marketing perspective, Andrew Chen suggests we aim at building a Minimum Desirable Product instead.

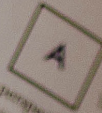
What's the difference?
Simply, a minimum desirable product is one that focuses on the customer perspective—what's the minimum product I have to build to provide a great experience that creates enough value for the user to come back.

His definition:

"Minimum Desirable Product is the simplest experience necessary to prove out a high-value, satisfying product experience for users (independence of business viability)."

Andrew Chen

- Build audience early
- Get feedback early
- Increase revenue early
- Excite users early



For example, when it comes to product development, you can't just get someone to build a product for you. You need to get someone to build a product for you that you want to build a product for you.

If you don't test your customer's response to your product, you won't know if it's worth building. Just like the app, it's essential to test it out before you build it. It's not worth releasing an MVP unless you can deliver an MVP.

That doesn't mean waiting until you have the best product on the market. It means building until you've got a product that's going to do it.

BUT WHAT ABOUT THE FEEDBACK LOOP? "WEA- SURE" AND "LEARN" ARE THE OTHER TWO KEY PARTS OF THE LEAN STARTUP METHODOLOGY. SO YOU CAN CONTINUALLY ITERATE AND IMPROVE:

Instead, do as Ryan Hower advocates and build in public prior to release. By showing what you're building before it's ready, you can:

Building in public is also great for team morale. It's a great motivator when you have interest and support. When I took this approach when he was working on a new book. For the first three months, he shared his progress through a series of blog posts. He continually interacted with his audience, getting valuable feedback to find out what he wanted to see. By the time the book was out in launch, he had customers with their credit cards in hand, ready and waiting. On the first day of launch he sold \$12,000 worth of books.

When he took everything he learned from the first one and cut his development time in half for the second. He followed the same launch strategy, building in public and sharing his progress with his audience. When he finally launched the second book, he made \$26,000 on launch day.



TAR

Build an MVP
build it in

Professional development

As much as we value the talents and skills of our employees, we also provide valuable on-the-job training to develop your existing digital marketing skills, and yes, even provide the opportunity to make mistakes. We are all human, and we absolutely recognize making mistakes is a part of the process. In fact, we encourage using your mistakes as a unique learning opportunity, one that is inherently more valuable as it comes not from a book, but from personal experience. The constant desire to learn and improve is the most essential part of our culture, as our delivery is only as good as our consultants. With a model that values continuous development, our team is motivated to stay at the top of their game, which gives our customers the best experience possible.

We have a diverse team that is built on inclusivity, and regardless of your organizational level, we have a tailored training and onboarding program that will provide the background you need to use as a springboard for career growth. We combine comprehensive training for each service, as well as departmental cross-training to facilitate collaboration and avoid working in silos. As part of the

training, we send senior consultants to conferences worldwide, and incorporate their experiences and recommendations into our own internal training methods.



The constant desire to learn and improve is the most essential part of our culture

While working on expanding your skillset, we emphasize understanding each client and maintaining commercial awareness, regardless of the industry. As you learn from best-in-class consultants, you'll gain priceless experience in different client industries, which will help you build your knowledge base as you grow your career. Best of all, we wholeheartedly encourage giving and receiving feedback during the process of climbing our career ladder at your own pace.



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KATRINE KIELDSEN

Professional development

As a new grad, you'll also be assigned a buddy, which is a fellow consultant with more experience who will be there to guide you, answer questions, and provide a friendly resource to help as you acclimate to your new environment.

This mentorship is an excellent opportunity to learn from someone

who has paved the path before you, drawing on their lessons learned, client experiences, and using them as you navigate and explore the journey that lies before you.

Being the best at digital marketing is only part of the job. We create a challenging atmosphere by encouraging new perspectives and

providing our team members the room to grow and contribute to our culture.

We offer continuous internal and external training in management and leadership, which is combined with on-the-job learning and constructive managerial feedback.



“ At Accrease, we want you to challenge the status quo, push past historical barriers and expectations, and expand your horizons as you look forward to a future without boundaries.



Career Ladder

Our career ladder is designed to promote and fast-track those individuals who perform well.

We want our employees to understand how much we value hard work, and that we recognize the employees that are putting forth 110% every day. Your hard work, focus, and determination will never go unnoticed at Accrease. Below we

explain the structure of our company and set expectations for your career path. We do not care what your background is, what you have studied, or where your degree is from. What counts is your motivation to learn, engage, and grow.



Career Ladder

Each step on the ladder contains different skills and expectations. No performance, no promotion. We will always guide you throughout the process, but where you take your career is up to you.



Career Ladder

Development

Managers have weekly or bi-weekly 1:1 meetings with each of their direct reports. Managers are also in charge of putting a development plan together to support growth of each of their team members. This plan is reviewed at least once per quarter, and performance progress is tracked and discussed with each direct report. This helps to ensure that our consultants are adapting to our culture, and are meeting or exceeding their expected performance goals.

We strive to have a feedback culture as an ongoing source of development. We don't wait until quarterly meetings or salary reviews to offer our feedback, we will give feedback as needed. Whether this entails positive praise or constructive suggestions for improvement, we want to give our employees the opportunity to enhance their performance as soon as possible.



Balancing It Out

Because we are a people business, our ultimate mission is to care for the "people" in the "business". We strive to make sure there's a healthy balance between work and personal life, and we assume responsibility for making Accrease a flexible workspace. We want to make you excited to work for a visionary company within the industry, but we also respect your personal time and encourage you to take vacation days, spend time with your family, and take time for self-care, health, and mental wellness to be the best version of yourself possible.



Reviews and Compensation

Salary reviews are conducted once a year, unless your contract states otherwise, and we always strive to be competitive in compensation in the low-to-mid stages of the career ladder. As a senior consultant and above, when you achieve the highest competence and your contribution to our beliefs and culture is consistent, we offer one of the most attractive compensation packages in the industry. We are well aware that you will be a sought-after employee by our competitors and customers, and our goal is to retain our top-performing employees for the long term.

Career Ladder



Our approach is to create a company where our employees can reach their goals both personally and professionally.

At Accrease, we have built an environment of mutual respect where we offer our employees a fulfilling, satisfying, and stimulating career, while also creating an ideal work/life balance for our loyal team members.

Building High-Performing Teams

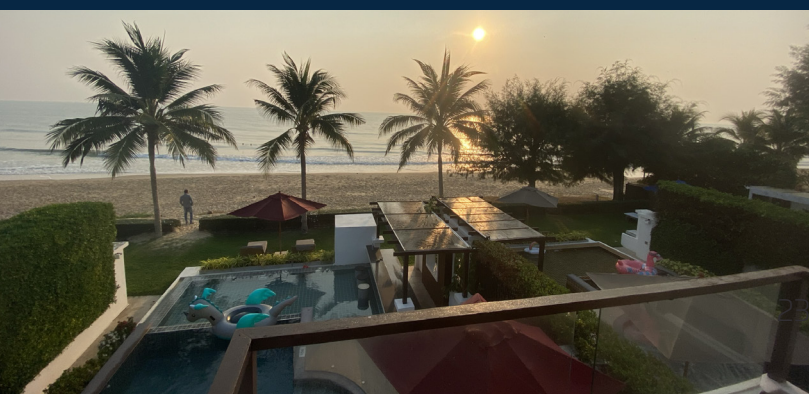
With a business model built on the necessity for creativity, collaboration, and innovative strategic thinking, building high-performing teams is essential. And quite honestly, it is important for us to nurture an engaging atmosphere where our teams can enjoy each other, and yes, have fun together! With great opportunities for social activities and engagement outside the structure of the office, we seek to bring our diverse workplace community together in a low-pressure, low-stress setting.

Through a wide array of social events, we bring teams together across multiple locations to facilitate an appreciation of our co-workers on a deeper level, which leads to meaningful collaboration and cohesive team performance toward shared client goals.

Work/life balance is an essential part of our culture at Accrease, and we truly strive to create an environment where our team members are excited to come to work each day.

Below is just a small sample of the many social activities we do regularly:

- Bi-weekly online social activities, such as music quizzes, online magic shows, virtual tours in Paris...you name it
- Work-away where the entire company will gather in a foreign country for team-building activities, learning opportunities, and leisure time
- We are always open to employee suggestions on unique and enjoyable social events!



Building High-Performing Teams

Socialization isn't the only area we focus on when it comes to ensuring each of our consultants lives up to our high standards. To ensure our people act as a united team, rather than merely a group, we live by fostering a culture of trust, conflict, and commitment.

Although it may sound counterintuitive to foster a culture of conflict, each of these three essentials is imperative to a successful team.

If we don't have **trust**, in both our teammates and ourselves, we don't learn from our mistakes and address our weaknesses.

Fear of **conflict** results in teams filtering themselves to conform to expectations. It is necessary in business to bring all perspectives to the table, without fear of reprimand or retribution, so that key issues can be debated in a nonthreatening environment.

And without **commitment**, we don't hold each other accountable for performance and results, thereby not delivering a solution that was fine-tuned and approved by all team members.



Our Services

Digital Marketing is a fulfilling career opportunity in a thriving industry that will allow you to challenge yourself in ways you never thought possible.

Here are 3 reasons why:



Rethink our strategy

We work in a fast-paced industry, and we must adapt our knowledge on the go - all the time. Technology is in a constant state of evolution and improvement, and prominent vendors like Apple are constantly setting new standards within privacy that require us to rethink our strategy from last year. Or even last month.



Future opportunities

Being part of the current digital transformation revolution creates opportunities that will take you well into the future, providing development of transferable skills that will provide a solid career foundation. Working in digital marketing can be the elevator for your career, taking you higher than you ever dreamed.



Firm strategy and data setup

Our work has a significant impact on each client's business. We differ from our competitors by connecting our client's knowledge of their business with our expertise, offering real-world applications and powerful relevant insights. We do this through a firm strategy and data setup, combined with best-in-class frameworks that help us execute marketing solutions and perform the necessary analysis. This is always an iteration because the digital marketing ecosystem changes constantly, and we must adjust the tactics as required.

Elevator Pitch

Feeling like Chandler from Friends is not an uncommon feeling when working with digital marketing (and for the record, he was not a “transponster”). Besides the general understanding that we work with computers, our parents, friends, and family quite possibly have little understanding of what we actually do every day. So, whenever you meet people who don't know what digital marketing is, give them this elevator pitch to explain your job in a relatable way.



At Accrease, we bring data to life. Most companies track their customer's behavior on the website but don't understand the data they collect. I help ensure they gather relevant data, make sense of the data, and present it back to our customers in a simplified manner. Overall, I help them make decisions based on data so that they can improve their business.



Company Structure

Advisory Board

Our advisory board is a group of industry leaders in the field of digital marketing. They help build the corporate strategy to ensure Accrease is always innovating the industry, leading the charge for our clients, and retaining the brightest and most creative minds in the business.

Partners

Our Partner group consists of individuals with different backgrounds and skills, brought together to offer a blend of new perspectives, valuable business insights, and diverse ways of thinking. Some of us founded the company, and some of us joined at a later date, but we are all committed to continue building the next generation of Digital Marketing.

Partners are often out of the office during the week, as they seek to build and expand client relations, while also driving forward our most significant projects.

Company Structure

Managers

The most crucial goal of our managers is to set the strategy and drive successful projects. They are our critical representatives on the client side, and they provide the open line of communication between team members and the client. They are responsible for the daily management of our consultants, ensuring projects remain on time and on budget, and for adapting strategy and tactics to meet our client's goals, while ensuring that each stage of the project aligns with the intended vision.

Our managers are the best in the industry because of our stringent standards to reach this coveted position, which comes with a set of crucial responsibilities. A manager knows all the services and their newest tactics, and knows the ins and outs of the industry. Our managers have earned the position by demonstrating their expertise in managing people, their dedication to hands-on learning, and their ability to solve client problems with innovation and integrity, as well as having an average span of 10 years in the field of digital marketing.

Consultants

Our team of consultants includes consultants, senior consultants, and principal consultants that work as an integrated part of our clients' projects. They conduct analyses, implement technology, provide business advice, prepare presentations, and are always on hand to assist in building strategies that are necessary for successful projects. The role of the consultant is a journey where you get your knuckles hardened and learn the "Accrease Way" of doing marketing. We also teach our consultants valuable methods of problem-solving, analytical reasoning, and soft skills development.



**We are proud to stand out
among our competitors
with our strong beliefs and
our innovative methods
built on results-based
and data-driven digital
marketing.**

Careers at Accrease

Starting your career at Accrease is a game changer

Applying for a job

We truly believe there is a massive difference between mediocrity and excellence. **During the application and interview process, our recruiting team holds three to five meetings when we are searching for any new team member, at every level of the organization.** Since our business is very much centered on people, it is equally important for the candidate and our team to get to know each other to see if we are a match. **In addition to rounds of personal interviews, you will also be asked to present a case.** If you wish to apply for a job, it is a good idea to reflect before the interview on where you are in your life, what you want from your new job, and what you can contribute to your new career.



With our dedicated and committed approach to the hiring process, we seek to ensure that our employees have the right blend of industry expertise, soft skills, interpersonal skills, and excellent communication in order to achieve success at Accrease.

Careers at Accrease

Starting your career at Accrease is a game changer

When You Start

Our consultants have a scheduled onboarding process to learn basics like work structure, the tech stack you will be using, and other details about your daily job responsibilities. You'll also be given an introduction to our company followed by a Q&A session.

The first two weeks will consist of 1:1 meetings with every employee across all our locations. This is to ensure that no one is a stranger, whether they are remote or in separate locations. We completely understand that it's a lot to take in, and may feel like you're experiencing information overload. But the good news is, you'll sleep like a baby when you get home at night! This is completely expected, and your direct manager will check in with you to talk about how your first week went. We promote, and even expect, socialization across the whole company from all of our employees.



Every new consultant who joins will be assigned a buddy, someone you can turn to for guidance, advice, and mentorship. It will be an experienced member of your team, and you'll be able to get to know each other both personally and professionally.

Careers at Accrease

The people who live the life describe it better than anyone else!

“

The fact that we're not tied down to one office, that everything is decentralized, that we basically have a digital headquarter – this has proven to give the team and the organization tremendous agility in terms of time and task management, productivity and collaboration.”

ANDERS, LEAD CONSULTANT – COPENHAGEN

“

As a remote team, we communicate more than teams who work in the same office. We have to rely on everyone being independent, responsible and self-driven, we need to make sure we always provide all the necessary information to each and every one of us – and all this builds a special kind of trust.”

TEJASHREE, HR ADMINISTRATOR – BANGALORE

“

By having a small but very diverse team, there's a beautiful exchange of knowledge happening, because our skill sets, experiences and personalities complement each other, we all learn a lot from one another.”

TOMAS, DIRECTOR OF CONSULTING – STOCKHOLM



Mastery, freedom and belonging.

At Accrease, we offer an environment where people desire to be self-directed, where it's possible to keep improving and where we produce something transcendent or meaningful beyond ourselves.

Our Former Employees Are Doing Great Things

We encourage all of our former employees to keep in touch with us as they set out on new opportunities for career growth. It makes us incredibly happy to see their success,

and as you can see below, these former employees have moved on to accept challenging and prominent positions within the industry.

“Expect that when you work at Accrease, other companies will quickly take notice and you’ll skyrocket to the top of their “Most Wanted List”.

Our Former Employees Are Doing Great Things

“

If you read this it is most likely because you're considering Accrease as a future work place. If you make it through the hiring process, you will find yourself in an organization with a huge heart for people. All people. Most likely you have a good head on your shoulders because that is one thing that the team has in common. You are working with the best and most ambitious group of people. The strive to constantly improve and deliver unprecedented advice and solutions to customers, creates a rather unique work environment and present you with every opportunity to unleash your potential.”

SARA SØGAARD PEDERSEN, HEAD OF ECOMMERCE, MAGASIN

“

Accrease is a great place to grow and develop both professionally and personally. Accrease has been a great enabler towards offering opportunities of learning and strengthening my skill set. The culture is transparent, every employee, irrespective of their position, is given a chance to be heard, and there are ample opportunities available to those who want to build a career here.”

ANJA PEDERSEN, HEAD OF WEB ANALYTICS
& CRO CAPABILITIES FOR BUSINESS AT NORDEA

“

At Accrease you will get a unique opportunity to work with some of the brightest minds in the industry. You will work closely with customers, understand marketing data across many businesses and gain a great network.”

CÆCILIE BACH KJÆRULF, CDO AT MEDIACATCH



Employee Perks and Benefits

Part of keeping our employees motivated, encouraged, and happy is the “extras” – those superior benefits that you’ll only find when you join the team at Accrease.

In addition to our competitive salary offers, our employees receive the following perks that up the ante when it comes to attractive employment packages.

Because we have offices in different locations, the benefits will differ.



Here are some of the excellent benefits our consultants enjoy, regardless of your position, experience or location:

- Fitness subsidies
- Computer (Mac/Win of your own choice)
- Apple watch
- Internal and external training and conferences
- Company credit card
- Many social activities
- Paid vacation
- A ticket to success in the fastest growing industry
- See employee handbook for country specific benefits



Final Words

And that is just the tip of the iceberg. There is so much more to our company and beliefs, and the rest, you'll learn right alongside us.

Our vision towards setting the standard in our industry has just started. We rely on people to reach our goal, which is why we invest so heavily in making our company the best place to be for the industry's bold leaders of tomorrow. Join us as we shatter expectations, challenge the status quo, and push ourselves to be better every day.