NEW · DIGITAL BRAND EQUITY, MEASURED

Do you know your Site Equity Score?

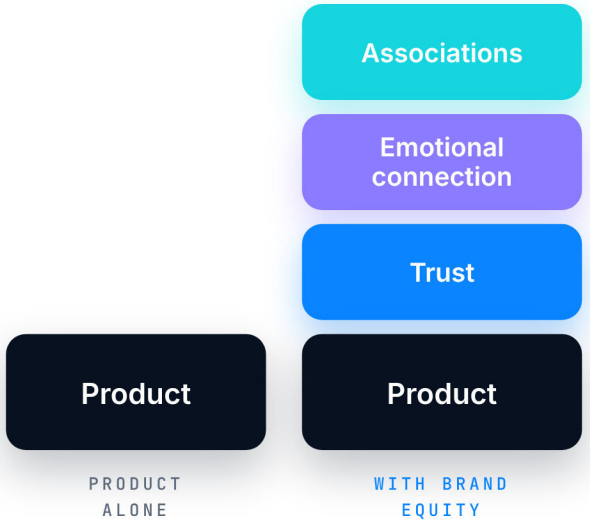


Most marketing teams don't. It shows how well your website persuades, engages and builds a relationship.

BRAND EQUITY

Your website has brand equity. Are you measuring it?

Trust, emotional connection and associations create value beyond the product.

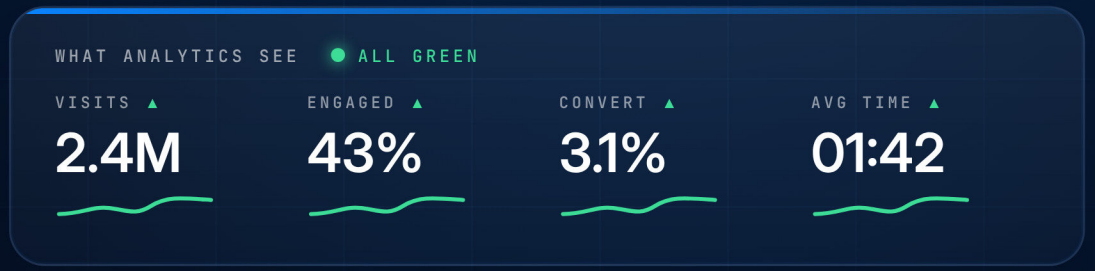


Your website builds it.

Every visit adds to, or erodes, the value beyond the product.

THE BLIND SPOT

The dashboard can be green while the brand experience is weak.



WHAT SITE EQUITY REVEALS

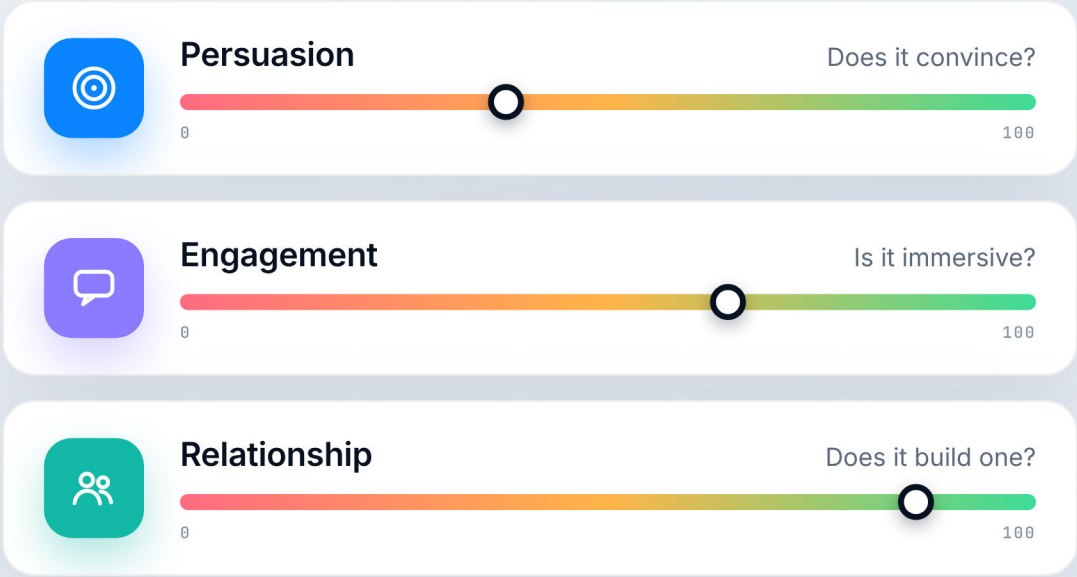
- Was the experience relevant?
- Did the information create confidence?
- Did the journey create flow?
- Did the brand feel distinctive?
- Did the visitor feel understood?

ILLUSTRATIVE DASHBOARD

THREE DIMENSIONS

Not one number. Three.

Each scored from 0 to 100.



— TWELVE DIAGNOSTIC CONSTRUCTS

What sits behind each score.

Persuasion
Does it convince?

01 Personal relevance
02 Information value
03 Distinctiveness
04 Choice efficiency

Engagement
Is it immersive?

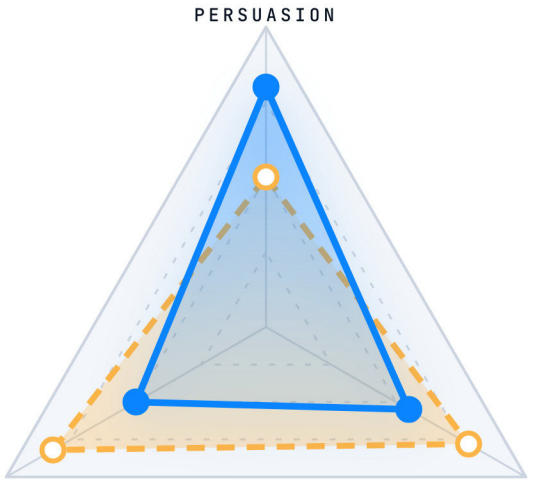
01 Usability
02 Interactivity
03 Flow
04 Entertainment

Relationship
Does it build one?

01 Personality
02 Site image
03 Site appeal
04 Made for me

PURPOSE MATTERS

There's no universal good score. Only the right one.



Informational site

80 55 50

PERS. ENG. REL.

Leads on relevance, information and efficient decisions.

Social / community

50 78 82

PERS. ENG. REL.

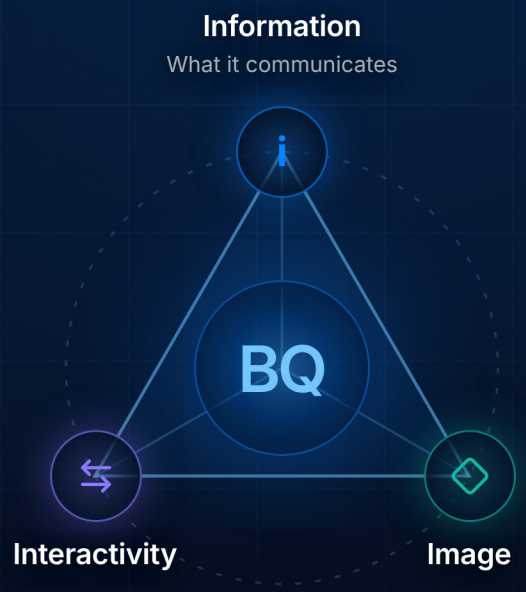
Leads on interaction, flow, belonging and identity.

EXAMPLE PROFILES

— THE ENGINE

Site Equity Score is powered by Web BQ.

The score shows where you stand. Web BQ diagnoses what's wrong and how to fix it.



SITE EQUITY SCORE
Where you stand

→

WEB BQ
What to fix, and how

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

weblab™

START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

EXPLORE WEBLAB

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C3R

THE RESEARCH BEHIND WEBLAB

WebLab is the digital research division of C3Research, founded by Dr. Samar Das, a marketing scholar and former industry executive, to connect rigorous academic research with practical business decisions.

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20+
Years of research

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EXPERTISE

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- Healthcare Intelligence

CLIENT SECTORS

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- Universities
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- Major health systems
- CPG brands
- Top cancer hospitals
- Ecommerce
- Media conglomerates
- Retail