



BRAND READINESS ASSESSMENT

Answer the following yes or no questions to find out if your brand is positioned to drive innovation and maintain a competitive advantage in the rapidly evolving ecommerce landscape.

For every "yes" answer, score yourself 1 point. For every "no" – score yourself zero.

1. Could you easily redesign your homepage in less than a week?

yes no

2. Does your site have a bounce rate under 50%?

yes no

3. Do you have an NPS score of at least 60, signifying strong customer loyalty and influencer brand promotion?

yes no

4. Do you have at least 30-40% repeat customers?

yes no

5. Can a customer begin shopping with your brand in one channel and complete their experience in another?

yes no

6. Could your site handle a doubling in customer volume next month?

yes no

7. Do you have a dedicated team focused solely on innovation?

yes no

8. Do you have a dedicated team conducting market research to stay at the cusp of emerging trends and consumer preferences?

yes no

9. Are you capturing real-time, accurate data on customer behavior, ad performance, and inventory?

yes no

10. In the past 6 months, have you used data to inform operational, marketing, or customer experience decisions?

yes no

11. Do you have easy access to that data?

yes no

12. Do you have a team in place to analyze and assess your data for decision making purposes?

yes no

13. Is the majority of your customers collected through zero-party or first-party means?

yes no

14. Do you have a team in place that's agile enough to respond immediately to competitive threats and spot market disruptions that might occur in your industry?

yes no

15. In the past 6 months, have you tested your UX and path-to-purchase to assess your site's performance?

yes no

Your Score

If you scored 5 or below, you likely need a bespoke solution or out-of-the box customization in order to bring your technology and customer experiences up to par. At ASMBL, we start with trying to understand what your current goals are for the next three years in order to help you make sound technology decisions and investments to future-proof your business.

If you scored a 6-9, you probably have a few foundational pieces in place, but a good technology partner can identify and execute quick wins to move your business forward. This likely will result in ASMBL helping you leverage the technology you currently have, by improving your integrations and platforms to get you moving faster and enable you to grow further to compete in today's market.

If you scored 10 and above, congratulations! You're in a sweet spot and have good technological practices under your belt and can remain nimble in the marketplace as it continues to shapeshift and grow in the near future.

If you're in the first two camps with a score between 0-9, we'd love to help by offering a Free 30-minute Tech Discovery Call. One of our technical leads and a business strategist will walk through your current setup, and analyze your infrastructure to make recommendations for the best go-forward path that will drive serious growth.

At ASMBL, we have the ability to do complex bespoke work and execute quick wins, but we don't start anything until we diagnose your business so that we always advise only on what you absolutely need. By bringing data to the forefront and recommending solutions that move the needle forward, we can elevate your business to the next level – or the next fifty.

ARE YOU READY TO GROW YOUR BRAND?

Get A Free 30-minute Tech Discovery Call Today!



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