

clear.

Hello! We are Clear Digital.

Empowering B2B brands to drive change.



Table of Contents

- 3 Introduction
- 4 Who We Help
- 6 How We Help
- 13 The Way We Work
- 19 Client Appreciation
- 23 Next Steps



clear.

We craft powerful brand experiences, digital designs, and top-notch development to drive tangible outcomes.

With 20+ years in Silicon Valley, our team blends design, development, and strategy expertise, catering to tech industry intricacies and B2B demands. From strategy to execution, our collaborative approach ensures your brand's success in the digital landscape.





Who We Help

At Clear Digital, we empower B2B companies and global brands to reach their next level. Whether you're an enterprise or a fast-growing startup, our digital experiences help you overcome obstacles and achieve your business goals.



citrix

Google

intel



riverbed

vmware

Who We Help

Our work is trusted by top B2B technology brands. We excel with companies in the B2B tech space generating \$50 million or more in revenue. Our results-focused approach ensures impactful experiences.

GREAT RESULTS

 TealBook

81%
boost in
pageviews.

DIGIMARC

27%
increase in
click-through
rates.

 Leadspace

53%
higher
engagement
metrics.

COHESITY

59%
improvement
in user time-
on-site.



How We Help

We're a 90-strong team of strategists, developers, designers, and client service specialists dedicated to shaping the future of your digital business together.

Every project is overseen by our leadership team:

Steve Ohanians,
Co-Founder and CEO

Danny Halvorson,
Partner and Creative Director

Valod Amirkhanian,
Co-Founder and Director of Technology

Annie Raygoza,
Director of Client Services

In our experience, the best results begin with a hands-on approach by a senior-level specialist in every discipline to develop a digital experience that advances your brand.



How We Help

Structure/ Timelines

While every project is different, we begin each engagement with a kickoff meeting. Then, we move into a customized timeline designed around your objectives. Here is a sample timeline for a rebranding and website project.






Discovery


Strategy


Brand Identity


Web Design


Development

How We Help

Month 1: Discovery

Velocity Workshop

We start with a unique approach, turning conventional discovery into focused road-mapping. Our team aligns with yours to define project context, goals, and risks, ensuring agreement.

Creative & Content Sync

We review your visual assets and conduct workshops to align on brand and content strategies.

Technical Deep Dive

We audit your website and define the right infrastructure, including CMS platform and workflow.

Research & Analysis

We gather product data and benchmark metrics, conducting competitive analysis to identify market gaps and opportunities.




Discovery


Strategy


Brand Identity


Web Design


Development

How We Help

Month 1-2: Strategy

User Experience

We audit your website's user journeys and document all pages, microsites, and portals, along with external integrations.

Content

We analyze existing content, develop a framework, and plan for migration, including metadata and SEO strategy.

Navigation

We create information architecture, sitemap, and navigation patterns for your new website.



TOGETHER, WE ROCK!

Discovery

Strategy

Brand Identity

Web Design

Development

How We Help

Month 2-3: Brand Identity



Visual Audit

Assess brand assets to grasp market representation and current positioning.

Style Guide

Compile all brand elements and establish usage guidelines across various mediums.

Activation Plan

Deliver a plan outlining the steps and timeline for executing your new brand identity.

Identity Exploration

Develop visual directions, establish identity with logos, typography, and colors, and design applications for homepage, social media, and event spaces.



How We Help

Month 3-5: Web Design



User Experience

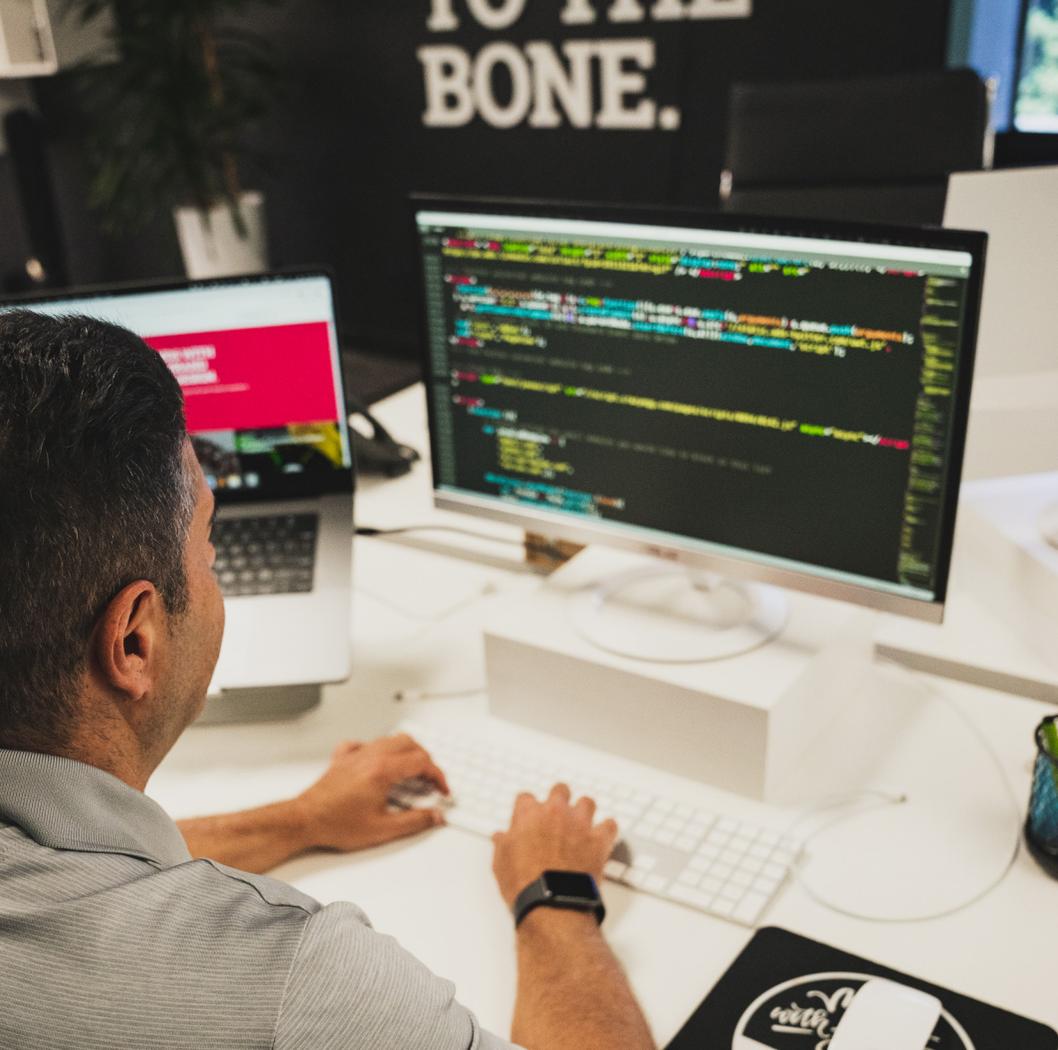
Define user paths and journeys based on your persona goals and develop UX wireframes for up to 12 website components and page types.

Visual

Develop and apply creative directions to components, page types, and responsive states. Ensure optimization for accessibility, SEO, and localization. Design and finalize website components, including motion graphics, user interactions, and infographics.

Documentation and QA

Document design library and specifications in a UI kit in preparation for handoff to engineering. Conduct QA to verify design intent and quality for coded pages.



How We Help

Month 3-6: **Development** </>

Environment & Workflow Setup

Establish build planning and environment configuration, including code version control, repository, and development workflow.

CMS Development

Customize CMS for performance and UX. Implement strategy-defined third-party plugins, followed by automated and manual content migrations for key pages and landing pages.

Testing, Launch, and Training

Verify site performance, test load speeds, and optimize CDN usage. Ensure CMS security and provide training, documentation, and full support for internal teams during and after launch.

The Way We Work

With Clear Digital, you gain the added skills and technology to deliver the experiences your brand needs.

We have the industry-specific experience to understand the tools and strategies that will move the needle for your brand's awareness, engagement, and sales.

In fact, we wrote the book on website effectiveness in our annual audit of the homepages for the top B2B brands in the Fortune 500. ([View this year's report here.](#))

We apply a collaborative, multidisciplinary approach that encompasses 5 core disciplines to serve your business needs:

- Strategy
- Creative
- Technology & Development
- Marketing
- Maintenance



The Way We Work

Strategy

Whether you need to research and refine your target audience personas, explore new positioning, or uncover new ways to tell your brand's story, our consulting team will put your business on the right path.

Brand Strategy

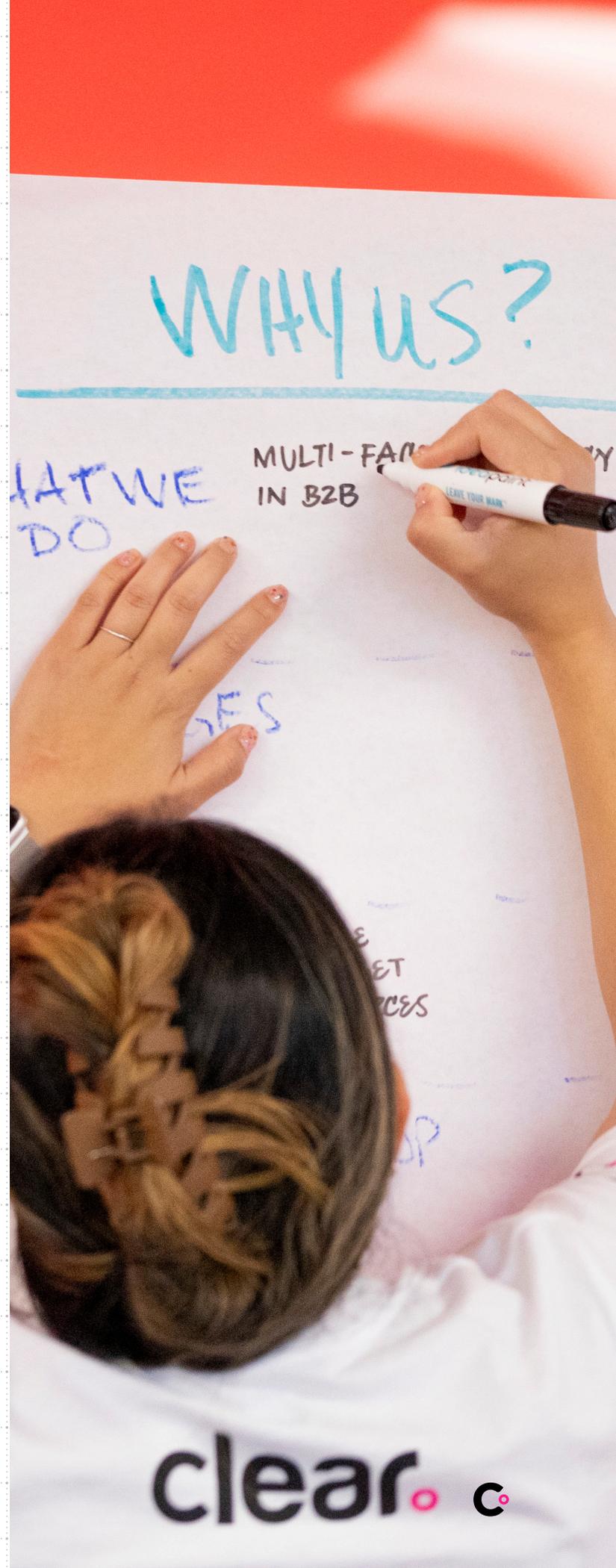
Our team enables you and your business to align on a look, feel, and messaging strategy that will create a superior customer experience.

Digital Strategy

Our strategists help you create a roadmap that will deliver the platforms that will maximize results for your business.

Data Analytics

Measure and learn from your audience's behavior while improving on the information you gather from users to extract the insights that enable your business to succeed.





The Way We Work

Creative

We produce elegant user experiences aligned with innovative trends that deliver results, helping clients shine in the digital universe.

Web Design

We craft custom B2B websites and experiences that engage users and drive business goals.

UX/UI Design

Combining research and expertise, we develop information architectures supporting customer experiences.

Creative Services

Streamline content creation with custom design systems, illustrations, and more.

Motion Graphics

Bring your brand to life with scriptwriting, animations, and engaging product demos.

Content Development

We create messaging, copywriting, and collateral connecting customers with your solutions.

Development

From front-end to back-end, we ensure every component functions as designed, providing digital solutions to set your brand apart.

The Way We Work

Technology & Development

Our engineering team combines talent, experience, and technology to power impactful websites and applications.

CMS Expertise

We've been building custom websites for our B2B tech clients since 1999. Whether your team needs to work on platforms such as Drupal, WordPress or Adobe Experience Manager, we deliver quality code that provides a solid foundation for your users—and your business.



LY ALWAYS COLLABORATE
XCEED EXPECTATIONS STA
FACE FAMILY ALWAYS
E INSPIRED EXCEE
NTA EMBRAC
ED



The Way We Work

Marketing

We ensure you drive traffic to the pages your business needs and make the most of your digital marketing efforts.

Our platform solutions integrate whatever system you need, whether it's a CRM like Salesforce or an automation tool like Marketo.

Driving Decisions with Data

Our digital marketing service team works with your team to build and deliver engaging campaigns that will resonate with your current and prospective customers.

The Way We Work

Maintenance

In today's digital economy, no B2B website is ever "done." Our ongoing maintenance services offer a range of retainer plans that extend our strategic guidance and keep your systems running smoothly and well-positioned for the future.

Systems Support

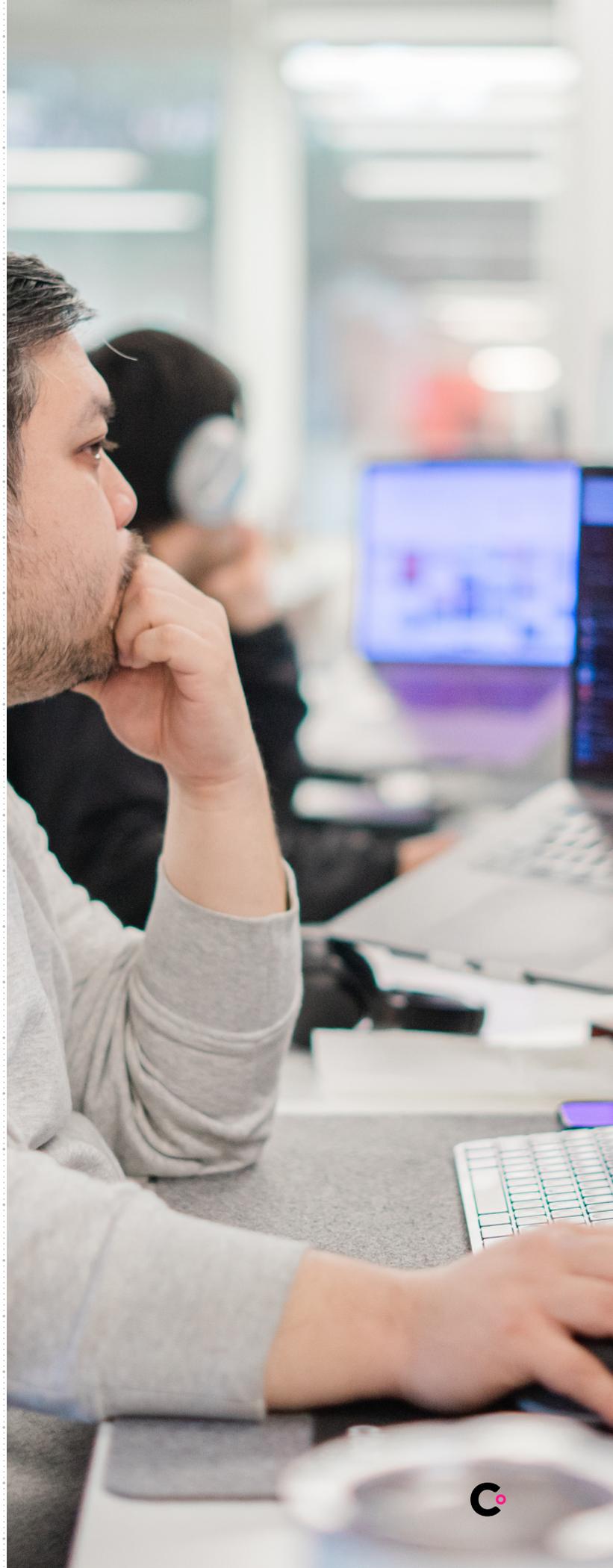
Keep your website running smoothly with upgrades, security patches, performance audits, and more.

Web Design Support

Maintain your website in a way that ensures consistent improvement with additional features and functionality.

Web Development Support

Ensure all your website components remain well-maintained and optimized for your users.

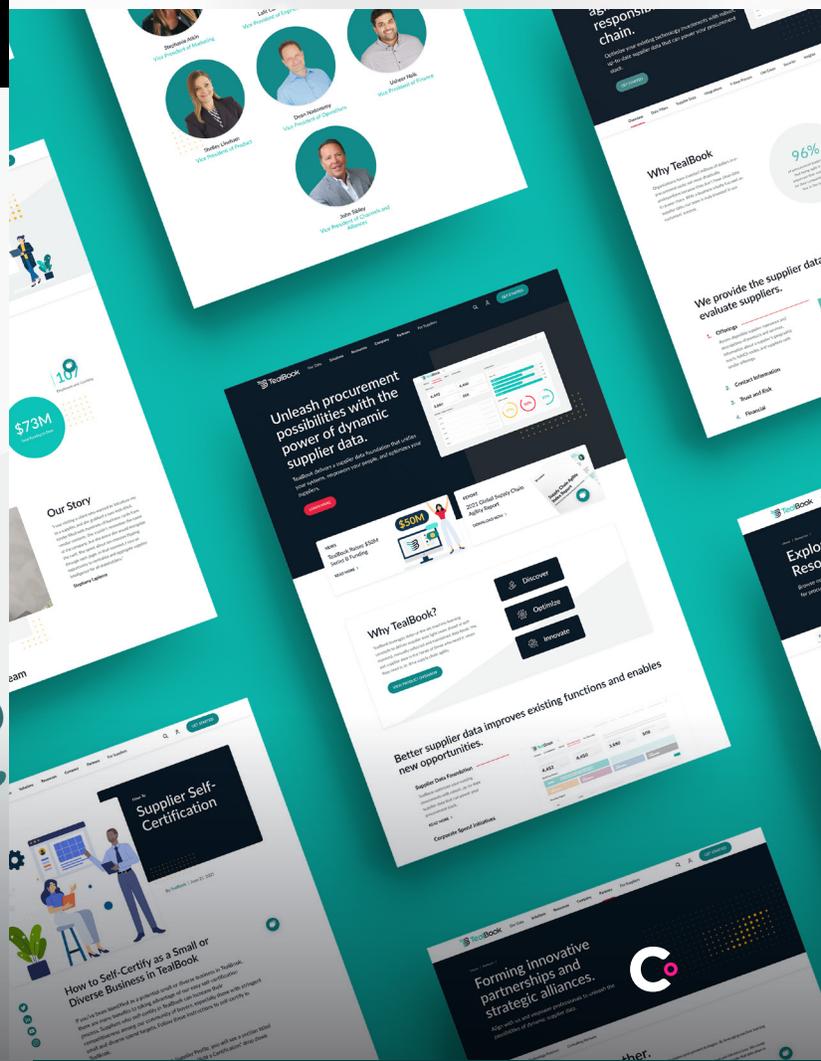
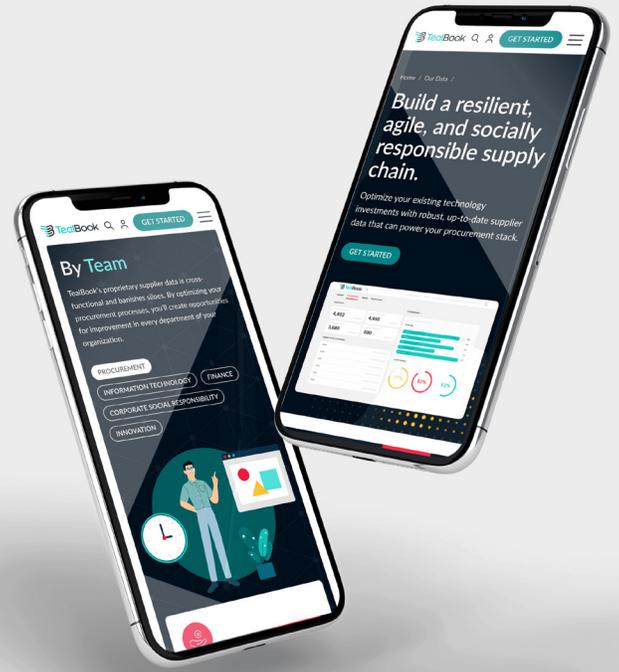




“We wanted to experience a return on our investment in a rebrand, and we were able to receive that within the first 15 days after launching our website. It was an incredibly fast and optimized visitor-to-lead conversion.”

Stephanie Atkin,
VP of Marketing,
TealBook

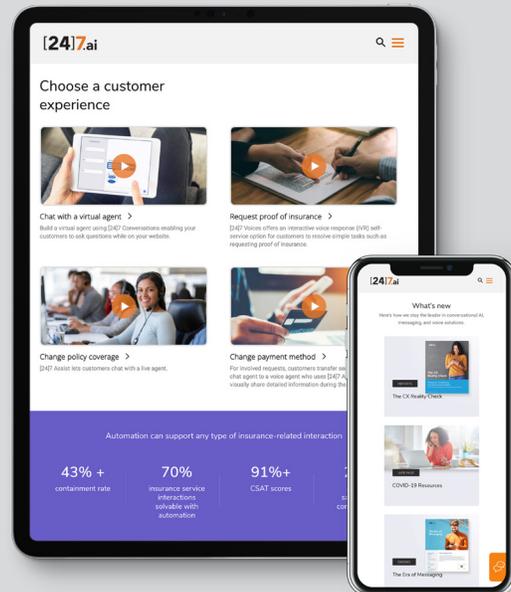
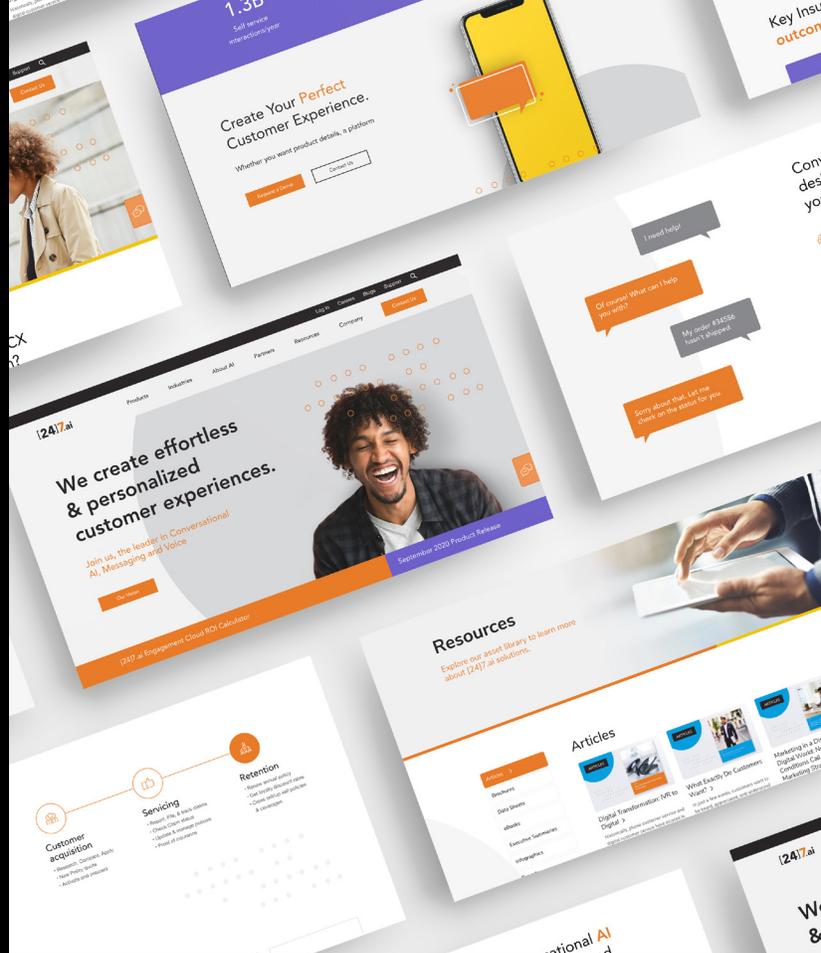
KIND WORDS



Clear Digital did a great job helping us rebuild the 247.ai website. They were creative, organized, up-to-date on technology, and collaborative. I would absolutely hire them again.

Jennifer Maloney,
Sr. Director of Marketing,
[24]7.ai

A JOB WELL DONE

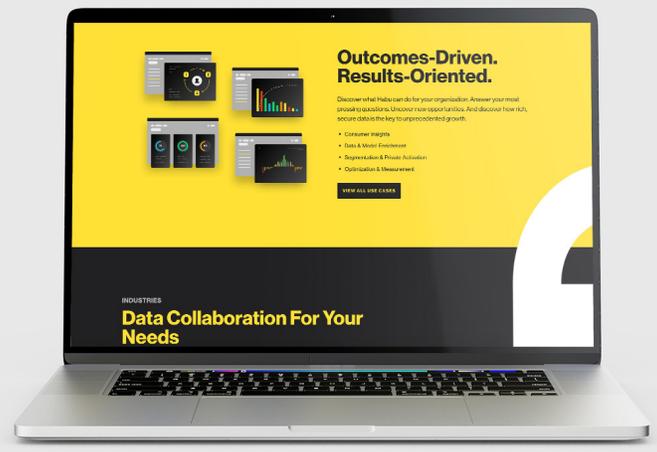
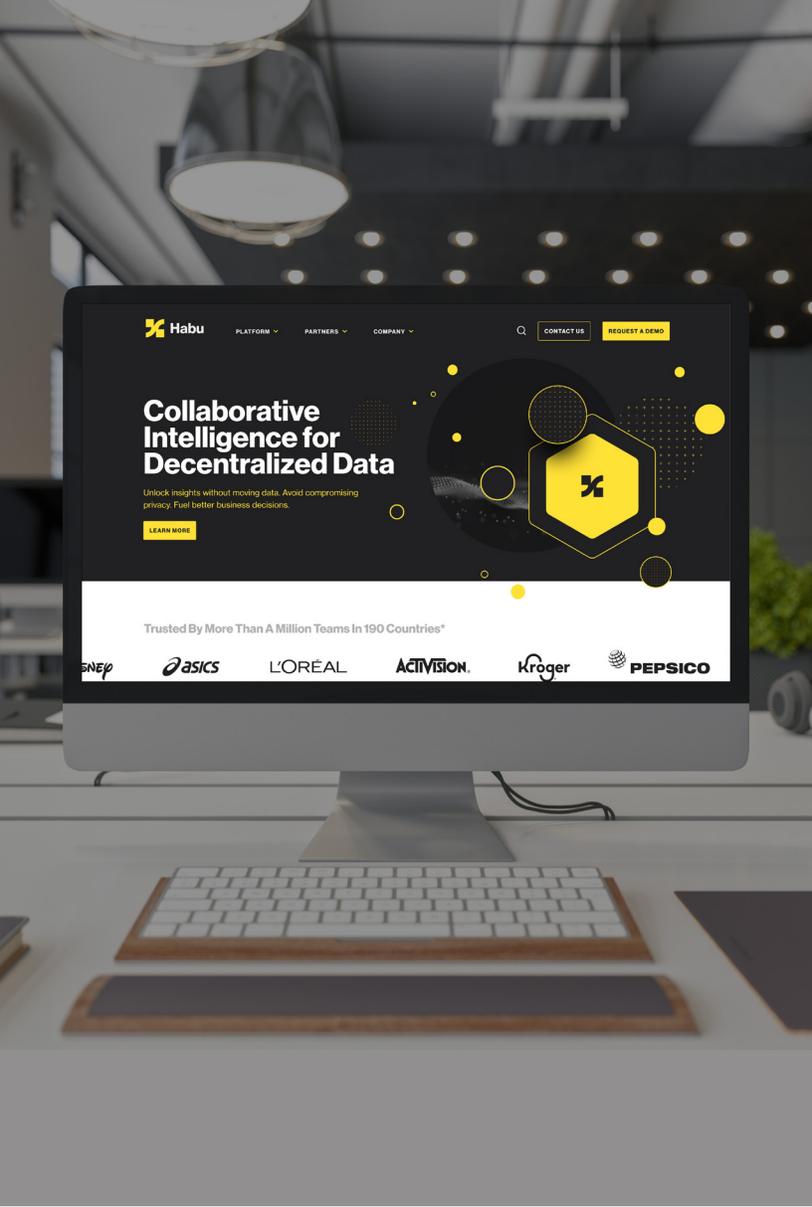




HAPPY CLIENT

At Habu, we sought to transform our online presence and bring our brand to life with a modern, engaging website. Clear Digital has the proven expertise we looked for in a partner, and their support has been key to delivering on our vision.

Juan Novella,
Head of Marketing,
Habu



Ready to Take the Next Steps?

In a free consultation, we'll delve into your innovation goals and the hurdles blocking your path to success. If your project fits with Clear Digital, we'll discuss your timelines and budget, then provide collaboration options. Discover how Clear Digital can help you achieve your aspirations.

Sign me up



clear.
DIGITAL

