APPLY
DIGITAL

An Introduction to Apply Digital

Vancouver

Toronto

New York

Los Angeles

Mexico City

São Paulo
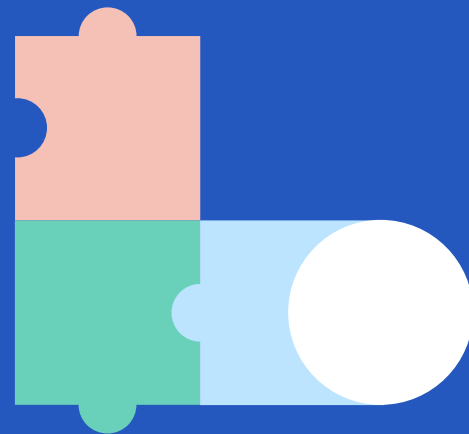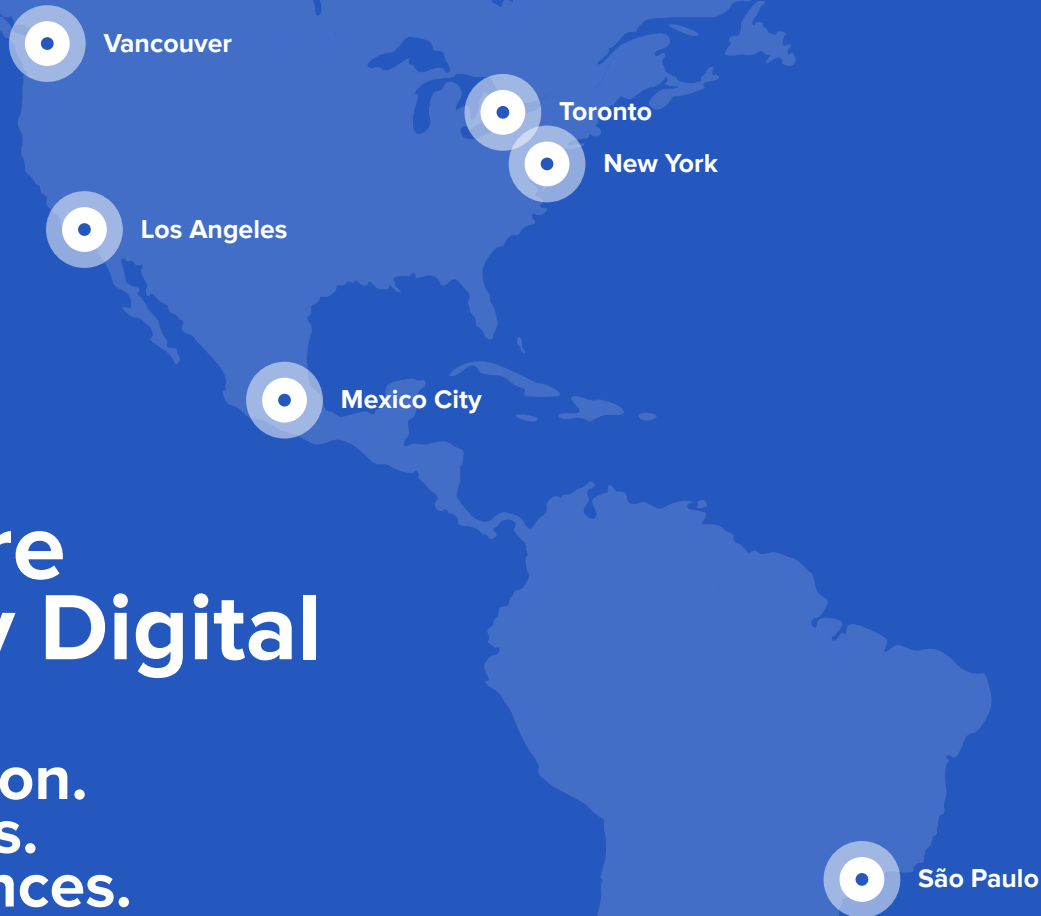
6
Locations

230
Employees

We are
Apply Digital

**Innovation.
Products.
Experiences.**

Our purpose

Transforming possibilities
for people

We solve complex problems with well-executed digital solutions that make people's lives easier and helps you compete.

All of our services, solutions, and methods revolve around that purpose.

Our three areas of expertise

Innovation

Products

Experiences
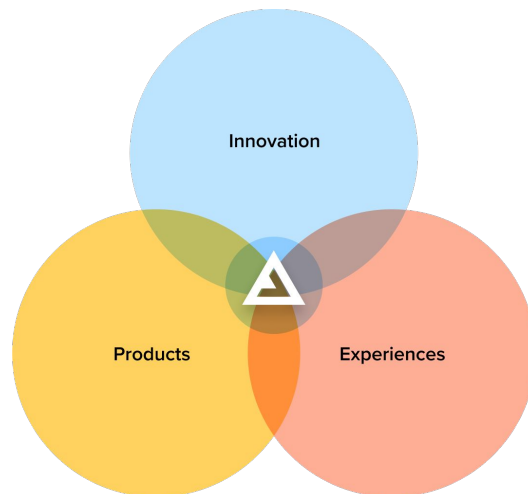
We work closely with our clients to understand their objectives and guide them through digital strategy, design, product development, and optimization.

Innovations

- AI, ML, computer vision
- Augmented and mixed reality
- Voice and streaming
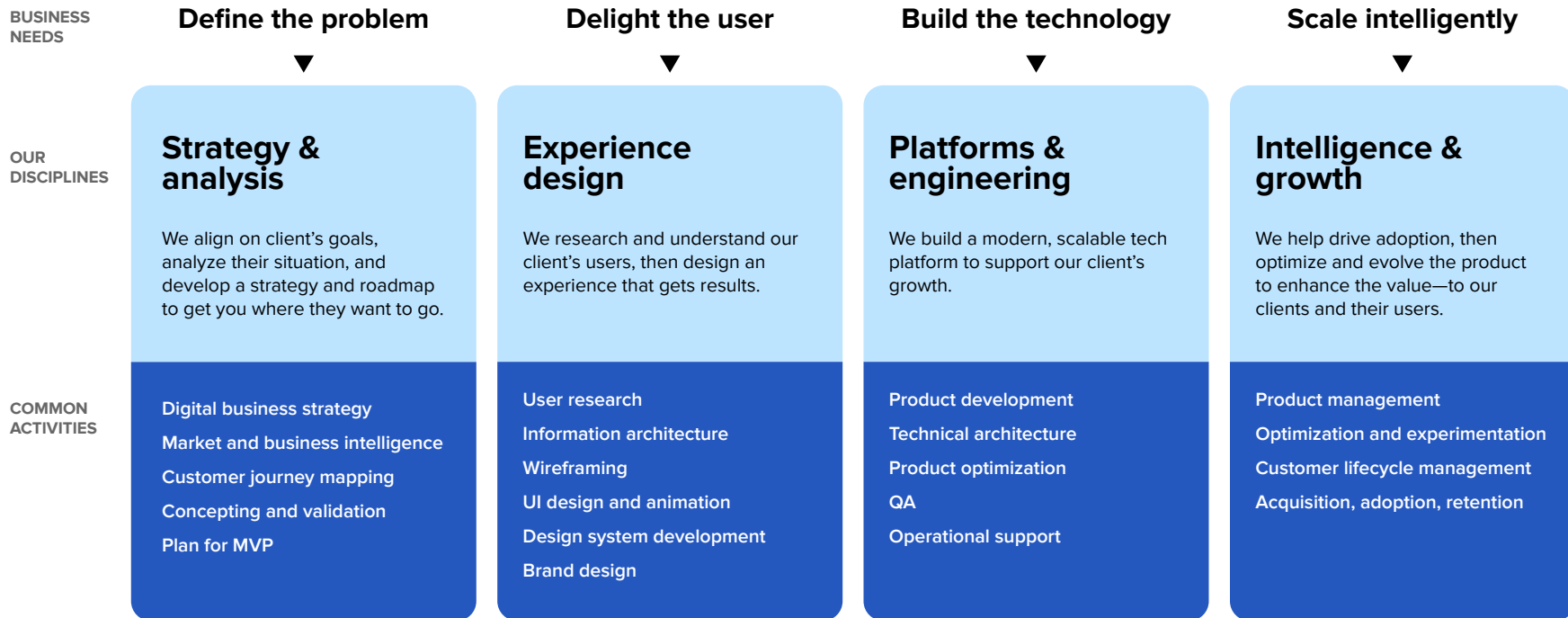- Blockchain

Products

- Web, mobile, voice, TV, and car apps
- Utilities
- eCommerce
- Internal tools

Experiences

- Service and system design
- Brand experiences
- Multichannel experiences
- Modular architecture and infrastructure

We use modern methods to solve business needs

	Define the problem	Delight the user	Build the technology	Scale intelligently
BUSINESS NEEDS	▼	▼	▼	▼
OUR DISCIPLINES	**Strategy & analysis** We align on client's goals, analyze their situation, and develop a strategy and roadmap to get you where they want to go.	**Experience design** We research and understand our client's users, then design an experience that gets results.	**Platforms & engineering** We build a modern, scalable tech platform to support our client's growth.	**Intelligence & growth** We help drive adoption, then optimize and evolve the product to enhance the value—to our clients and their users.
COMMON ACTIVITIES	Digital business strategy Market and business intelligence Customer journey mapping Concepting and validation Plan for MVP	User research Information architecture Wireframing UI design and animation Design system development Brand design	Product development Technical architecture Product optimization QA Operational support	Product management Optimization and experimentation Customer lifecycle management Acquisition, adoption, retention

A Proven Partnership

JOINT CLIENTS

People

are at the core of everything we do

From the work we do to the way we treat each other, our clients, and their consumers — at Apply Digital, it's all about people.

If you take one thing from this document, that should be it.

"We don't consider you guys a vendor, we consider you a partner."

VP, Global Entertainment Company

"They bring an expert POV and bring data that validates it."

"They bring a real understanding of the customer to how they grow and adapt our digital product."

"Good software expertise too tough to find, hire, manage."

What our clients have to say about us

"You seem to be the only agency partner everyone is happy working with."

VP, Leading Life Sciences Company

"Building businesses is part of their history and DNA. They have an ownership mentality."

"They know how to validate and sharpen our opportunity for pitches and fundraising."

APPLY
D I G I T A L

Thank you

Want to work with us?

Reach out to us at
hello@applydigital.com