VALUE

Marketing & Software House | Athens, Greece | Founded 2018

"We don't use AI. We build it." | value.marketing

WHAT VALUE DOES

VALUE runs 360 digital marketing in house: performance advertising, content, SEO and GEO, websites, market analysis and branding. It also builds its own software, so every service runs on tools made by the same team that runs the campaigns. The tools run on ORION, VALUE's own AI server, so client files stay on VALUE's server and are not uploaded to any AI cloud.

THE TOOLS, ALONG THE CUSTOMER JOURNEY

- **GEO & SEO monitoring** → asks ChatGPT, Claude, Gemini, Perplexity and Google AI Mode the questions a brand's buyers ask, and records whether the brand is named, its share of voice and whether the answer links to its site.
- **Glanzz** → predictive eye tracking for ads, landing pages, email, video and packaging: heatmap, focus and clarity scores from 0 to 100, areas of interest and scanpath. AI estimates, not measured eye tracking.
- **echo** → an AI assistant trained on a company's own content. It answers every visitor around the clock, in their language, with a source under every reply, and hands complex conversations to a person.
- **Δelta** → CRO monitoring for e-commerce, connected to GA4. It alerts the team when conversions drop, together with a VALUE CRO specialist.

SELECTED WORK

Orizon by Volton, the challenger mobile telecom brand in Greece. SEO and GEO in one sprint, May to June 2026. The homepage went from a slogan, "Communication that gives you energy", to a plain answer, "Affordable mobile contract plans". Results May vs June: click-through rate from 5% to 14.8%, organic clicks from 2,204 to 14,246, AI-related impressions up 19,000% from a very small base, average engagement time from 48 to 69 seconds, and cited by name in Google AI Overviews. June is peak season, so VALUE credits the work only with the click-through rate gain.

Clients include Akis Petretzikis, Tefal, Rowenta, Gap, Lee, Wrangler, Volton, Waterdrop, Holmes Place and Frezyderm.

RECOGNITION AND PARTNERSHIPS

- One of the first official Claude partners in Greece | NVIDIA partner
- Google, Meta, TikTok and Anthropic partnerships
- 50+ awards internationally | Great Place to Work Certified
- Best Workplaces for Women Hellas 2026, 7th place in the 20 to 49 employees category

- Clutch rating 5.0
- Both co-founders selected for Fortune Greece 40 under 40, 2026

FOUNDERS

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PRESS CONTACT

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