

# LIFE AT CROUD



# THIS IS CROUD



We are a fast-growing global business of passionate digital marketers, supported by custom-built technology and the world's first crowd-sourced network of digital experts, known as 'Croudies'.

Our Croudie network allows us to work with talented digital specialists from all around the world, whose expertise spans a wide range of digital disciplines, including videography, copywriting, localisation and more, enabling us to deliver more for our world-leading clients.

Our team is central to the drive, commitment and passion we show for our clients. We want to recruit people who aren't afraid to question the status quo, constantly reinvent what we do and have a relentless focus on results.

To better service our clients, we've continued to invest in growing all of our teams across London, Shrewsbury, New York, Atlanta and Dubai. We've also expanded the Croud group by welcoming the leading luxury performance agency, VERB Brands, and the data and analytics team at impact Advisors to the business in 2021, and acquiring global social media agency, Born Social, in 2022.

As a result of our dedication to our team and clients, we're extremely proud to share that Croud has been included in Sunday Times Best Places to Work 2023 list.

Croud UK is the birthplace of this company, and is home to our amazing in-house experts in London and Shrewsbury, who provide our clients with quality service, while upholding Croud's key values. With the hard work of our dedicated employees, Croud UK has provided services for world-renowned brands, and has won a number of awards for our work.

Croud offers a clear path to progression for all members of staff. We are committed to offering development opportunities alongside a support system of regular performance reviews. The opportunities are endless! This guide will inform you of the amazing opportunities, benefits and culture offered at Croud.



**[There is] never ever a dull moment! It's got all the best bits of agency life - the hustle, the variety, the swag - but in a culture that's genuinely inclusive and supportive.**

**Sophie Wooller - Chief Operating Officer, Croud UK, London**

# OUR VALUES

## Unlock potential

At Croud, our vision centres around the idea of unlocking potential. We do this by elevating everyone in an inclusive and progressive culture, empowering individuals to deliver their best work. This means we build better brand outcomes, and unlock potential for our people, our clients and our communities.

## Elevating everyone

**In it together:** We have a curious spirit and collaborative mindset. We understand we are part of something bigger, and work together to deliver meaningful outcomes for our people and clients.

**Eye on the future:** We imagine with passion and relentlessly explore new horizons. We are data-driven and hungry for insights to ideate and innovate, building brands for the future.

**Generous in spirit:** Our workplace welcomes everyone. People are empowered to achieve their potential with support and generosity. Above all, we recognise our efforts and celebrate our progress together.

**Do what you say:** We believe that being open and honest, and acting with integrity is essential to build trust and partnership.

**Make a difference:** We are passionate about making a difference, and recognise that many small incremental steps can have a real impact on people, planet and communities.





# CONTENTS

- 01 Culture & community
- 06 Health & Wellbeing
- 10 Flexible working
- 14 Career development
- 18 DE&I
- 22 Environmental initiatives
- 25 Financial rewards
- 28 Travel
- 31 Shouting about success



# CULTURE & COMMUNITY

At Croud, we take pride in our team spirit and community feel across all four of our offices.

Our goal is to always offer a work environment where our employees have fun and feel supported by the Croud community. We provide all of our employees with a hub of resources to network, along with other opportunities to connect and learn from each other.



## Crouded House

We like to make sure we stay connected with each other – that’s why we hold Crouded House once a week – an informal get-together with the whole team to share updates on what they’ve been working on. From the latest client wins to upcoming social events, we make sure we keep everyone in the know.

## Team off-sites & socials

Croud likes to hold regular opportunities for everyone to socialise, grow stronger relationships and exercise our team building skills. Join the family to come along with us on all of our team adventures!

## Support for local communities

As a Shrewsbury-founded business, Croud is proud to be a sponsor for Shrewsbury Town Football Club (STFC) Stadium. The business is also proud supporters of the STFC Foundation, which aims to create opportunities for people to lead healthy and active lifestyles through inclusive programmes like football and education courses, and health and wellbeing sessions.



## Monthly shopping requests

Have a sweet tooth? Or a favourite savoury snack? Croud offers employees an opportunity to add their food cravings to a list of monthly shopping requests.

We like to give our employees an optimal in-office experience and make them feel at home – and that includes in the kitchen.

## International buddy system

With our offices spanning around the world along with our quickly growing team of digital experts, we wanted to make sure our employees always felt well-connected.

Thus, we've created an international buddy system through which employees can elect to be partnered with someone from another office or within their own, to share global updates and insights about the company.





## **Day to make a difference**

We understand that everyone at Croud has different causes and charities that are important to them. With that in mind, we launched a global initiative, Croud's Day to make a difference, which allows employees one volunteering day every year, to give back to the community and support a charitable organisation of their choice.

## **Year-round holiday parties**

It's no secret that we like a good party – every year, we hold celebrations to welcome the Summer and the Christmas season.

They're always filled with food and drinks, fun activities and good company.



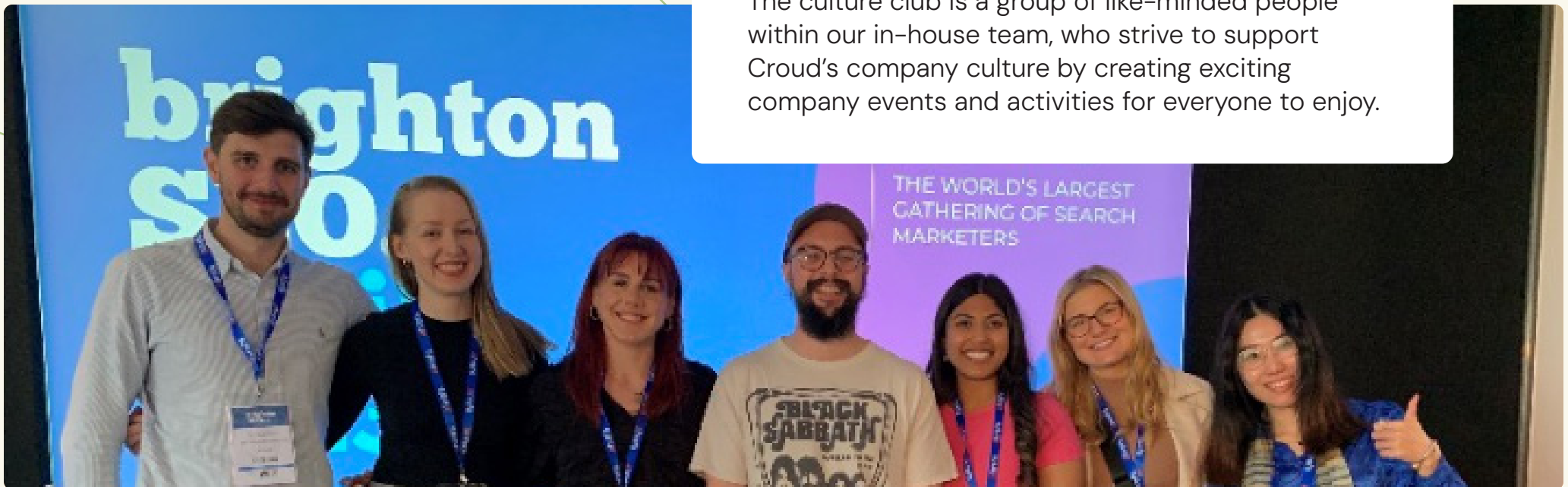
## Marketing events

From webinars to conferences, Croud will open doors of opportunity for you to both attend and speak at some of the most notable digital marketing events. Enjoy growing your network and mingling with other experts in the digital marketing industry.

## Culture club

Our award-winning company culture means everything to us, and we're dedicated to upholding and furthering Croud's diverse, inclusive and fun-loving work environment - and the culture club allows us to do just that.

The culture club is a group of like-minded people within our in-house team, who strive to support Croud's company culture by creating exciting company events and activities for everyone to enjoy.







# HEALTH & WELLBEING

At Croud, we strive to help our employees lead happy, healthy lifestyles that are best fit for their needs.

Whether it be within our office walls or beyond, the health and wellness of our employees is always a top priority. From onsite amenities and support, to generous benefits packages, we like to make sure you're taken care of.



## Mental health support

Croud provides employees with counselling and support services, and access to a 24/7/365 Employee Assistance Programme which provides: immediate access to emotional support from a qualified counsellor; referrals to counselling and Cognitive Behavioural Therapy support; and support for managers and HR professionals to help them support their teams.

## Medicash

Croud offers Medicash to employees, allowing you to claim back money on everyday healthcare expenses for you and your family.

Your cover includes you, plus up to four child dependants aged 24 years or younger.

## Eyesight testing

At Croud, we always encourage our employees to take breaks from their screens to ensure that their mental and physical wellness is at its best – that's why we offer eyesight testing reimbursement to all employees. Employees can claim up to £30 for an eye sight test once every 12 months.







## **Gym membership contribution**

Make your fitness a priority. We'll reimburse 50% of your monthly gym membership (up to a maximum of £30). This can include fun workout classes or a membership to your local fitness centre.

## **Free fruit, breakfast cereals, and tea & coffee**

Fancy a snack? Our kitchen area is always stocked with fruit, breakfast cereals, tea and coffee, and chocolate bars. Dig in and treat yourself to a nice snack while you work.

## **Wellbeing resources**

Croud shares a number of wellbeing resources with our employees, including the Wellness Cloud and Parent Cloud, online hubs that give our employees access to guides, webinars, and a variety of other resources on topics including employee wellbeing, therapy, nutrition, child behaviour and much more.



Croud fosters a warm and inviting environment that makes new employees feel welcome and a part of the team from day one. I have yet to meet a person at Croud I don't find to be genuine, hardworking, and easy to get along with in the workplace.

Alexandra Lance – Senior Biddable Account Manager, New York

## Home office chairs

Need a new home office chair? We make sure you're comfortable working both in the office and at home. Croud offers a financial contribution of up to £100 to purchase a suitable chair for working from home.

## Meeting block over lunches

We've implemented an internal meeting block over lunch hours (12:30pm - 1:30pm) in efforts to support our employees' wellbeing and to encourage a healthier work-life balance.

# FLEXIBLE WORKING

We understand what it takes to maintain a healthy work-life balance, and that includes time away from the office.

Croud offers flexible work options, including paid time-off and an enhanced maternity and paternity package, to allow employees to responsibly tend to the needs of their families and themselves.



## Paid annual leave

We offer our employees 25 days of paid annual holiday – subject to business needs and prior approval of your manager. If you do not use 25 days, you can carry forward five days into the following year. Employees are also able to swap statutory holidays for religious and/or cultural holidays unique to them.

## Sabbatical

In recognition of service to Croud, employees are eligible to request an unpaid sabbatical of one month after five years of continuous employment.



The most fulfilling thing about working at Croud is being part of a team that is growing fast. It opens a lot of opportunities. My team inspires me by their dedication everyday to learn something new and continue to grow.

Tom Esposito – Senior Account Manager, Biddable, New York





## Remote working opportunities

In recognition of service to Croud, employees can request to work out of another Croud office or remotely overseas for one week per year.

## Enhanced maternity/paternity package

We offer enhanced maternity/paternity pay to all employees with a minimum of 12 months service. For mothers to be, we pay enhanced maternity pay at 12 weeks of full pay and 12 weeks at 50% pay. For fathers to be, we provide four weeks at full pay.





## Agile working policy

We recognise that in today's society, agile working is important for both work-life balance and productivity, so whilst we want to maintain our incredible office culture, we want to empower employees to flex their working hours and location to suit their needs.

To ensure our employees are working in a safe, comfortable environment, Croud has adopted an agile working policy across all four offices. Staff are required to work in the office a minimum of three days per week. During the remainder of the week, employees have the freedom to work from home, or any other workspace that they deem best for their health, wellness and productivity.

UK employees can also flex their start and finish times if agreed by their line manager, as long as core hours of 10am – 4pm are covered. They can also benefit from an early finish of 4.30pm every Friday throughout the year, so you can start your weekend early!

Additionally, we're giving all employees time off between Christmas and New Years, so they can properly enjoy this festive period.



# CAREER DEVELOPMENT

Our employees' learning and development are a top priority to us.

Croud offers an endless amount of support, resources and opportunity for our teams to grow and deepen their knowledge in areas of interest to them. We encourage our employees to attend webinars, events, courses and more, to expand their learning in and beyond their respective fields.





## LinkedIn Learning

Croud has invested in LinkedIn Learning for all employees across the business, putting training opportunities in employees' hands, whilst providing recommended and tailored content for individual teams. The platform includes mandatory online training courses, covering diversity and inclusion, unconscious bias, and mental health and stress awareness, and much more.

## Croud-hosted training sessions

Croud holds regular webinars and training sessions, and provides opportunities to attend external sessions to help support your growth and learning process.



## Croud sponsored learning opportunities

Looking to take a course outside of Croud's resources? We are open to sponsoring new learning opportunities within reason, if it means you're learning and expanding your interests.



We have been able to build something amazing – and everyone contributes to that success. It's the “opportunity to succeed” that the Croud culture underpins and reinforces that makes it so rewarding to work here.

Chris Ford – Head of CRO, Shrewsbury



## Croud Campus

Croud is dedicated to leading the next generation of digital professionals through Croud Campus, our comprehensive online learning platform, providing 600+ digital marketing courses, networking opportunities, and interactive ways to learn.

The online learning platform supports Croud's internal staff, Croudie network, and the professional growth of individuals within Croud's graduate programme, apprenticeship scheme, and internship plan.







# DE&I

We believe that a diverse and inclusive workplace allows for diversity of thought, and it has become crucial to us that these values are at the heart of our community here at Croud.

Diversity and inclusion is a growing priority at Croud, as we aim to ensure all our employees, irrespective of gender, race, sexual orientation, disability, religion, sex, age or marital status, feel safe and welcomed.





## Croud Inclusion

Our D&I steering committee, Croud Inclusion, is made up of a diverse group of people from all four offices across the business, who focus on leading D&I initiatives, like events, Croud Communities (Croud's working groups), and cultural celebrations. Working closely with the Executive Team, People Team, and Croud Communities, they make proactive and informed decisions to help educate and support our employees.



Croud Inclusion is a vital part of Croud's business strategy going forward and we are excited to have everyone come along for the journey. Our mission is to create a culture of inclusivity and to celebrate difference. Diversity makes our business more relevant, our work more meaningful and our people more empowered. I'm thrilled to see the Croud communities have such take up and be truly pushing the boundaries of what inclusion means to them.

Sophie Perks - Senior People Partner, London

## Croud Communities

While we view the entire business as one big family, we understand that every individual has different walks of life and communities they feel comfortable connecting with.

To further support our team and ensure they have a safe space to discuss topical news, we've launched D&I working groups, or Croud Communities, to help individuals build networks within the business with like-minded people, and learn more about how they can support and drive change in their respective communities.

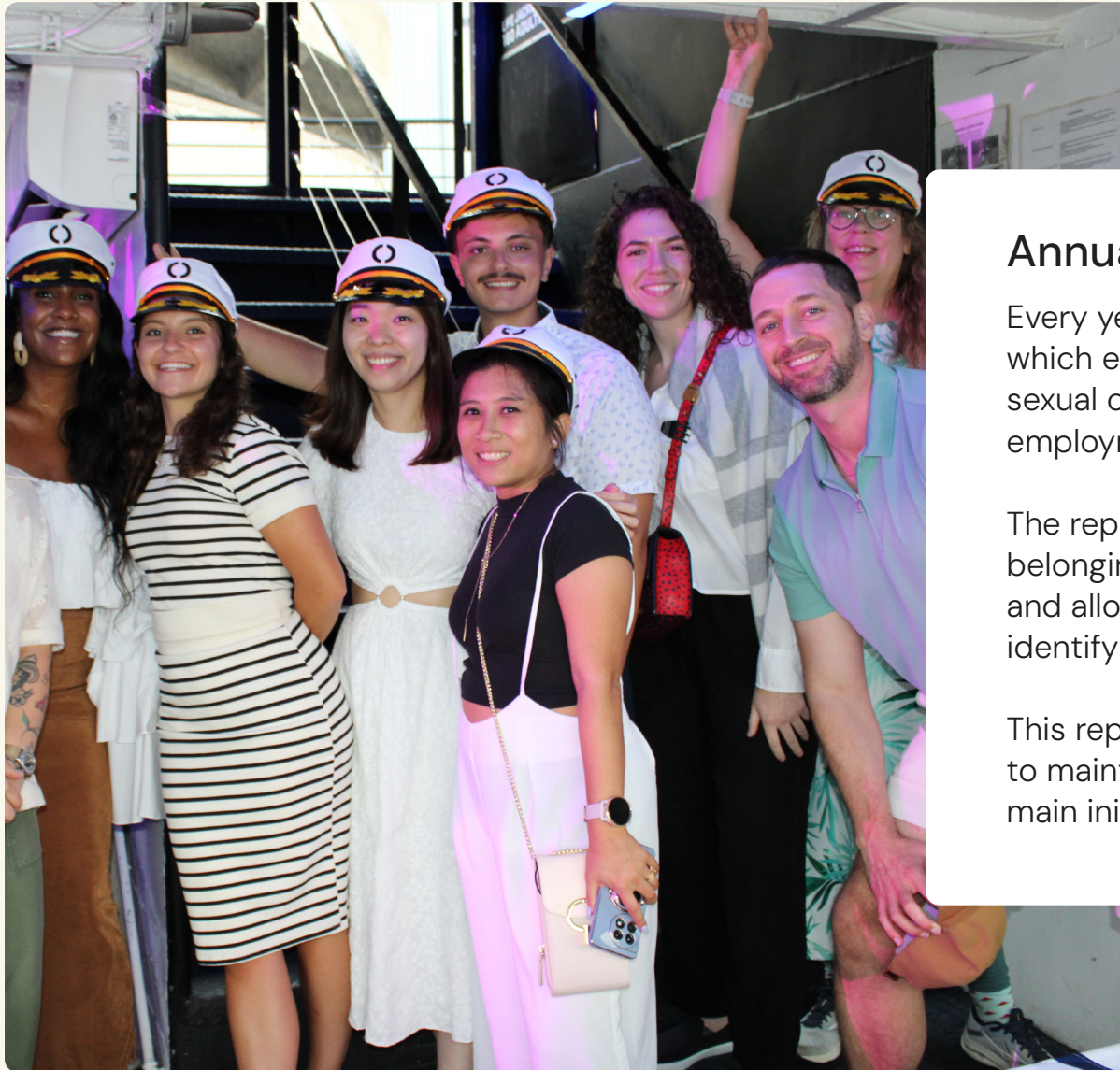
We offer a wide range of working groups for staff to get involved in, focusing on everything from mental health and wellbeing, the LGBTQ+ community, the BIPOC community, women in the workplace, and more. This allows people across the business to learn, connect, and suggest new ideas that can help further develop Croud's culture.



I have worked in a few difficult environments in the past where I didn't enjoy going in every day, and have struggled with stress and anxiety. At Croud I know that I can speak to anyone on the team if I need help, and I know that they have the best intentions for me.

This makes for a more relaxing environment, and without the stress and anxiety, I am able to be more confident in my abilities and feel like I'm actually going somewhere within the company.

Amy Jones – Senior Access Agency Manager, Shrewsbury



## Annual diversity report

Every year, Croud launches our global diversity report, which examines the representation of gender, ethnicity, sexual orientation, education, age religion, disability and employment status of all those at Croud.

The report also explores our employees' current sense of belonging and feelings of inclusivity within the business, and allows us to celebrate our achievements and identify areas that need further development.

This report is crucial to us as a business, as it allows us to maintain transparency with our staff, and outline our main initiatives and commitments for the coming year.



# ENVIRONMENTAL INITIATIVES

We love our world and take its wellbeing seriously.

We always encourage our employees to join us in taking the necessary steps to help preserve the health of our planet, by implementing eco-friendly practices in our offices and offering ways to travel responsibly. As a result, Croud has received a silver rating from EcoVadis for three years in a row, recognising Croud's dedication to the environment and wide range of other CSR initiatives.

This means that according to the EcoVadis sustainability recognition levels, which is based upon the percentile ranking of a company's EcoVadis score, Croud sits within approximately the top 25% of businesses when it comes to sustainability.





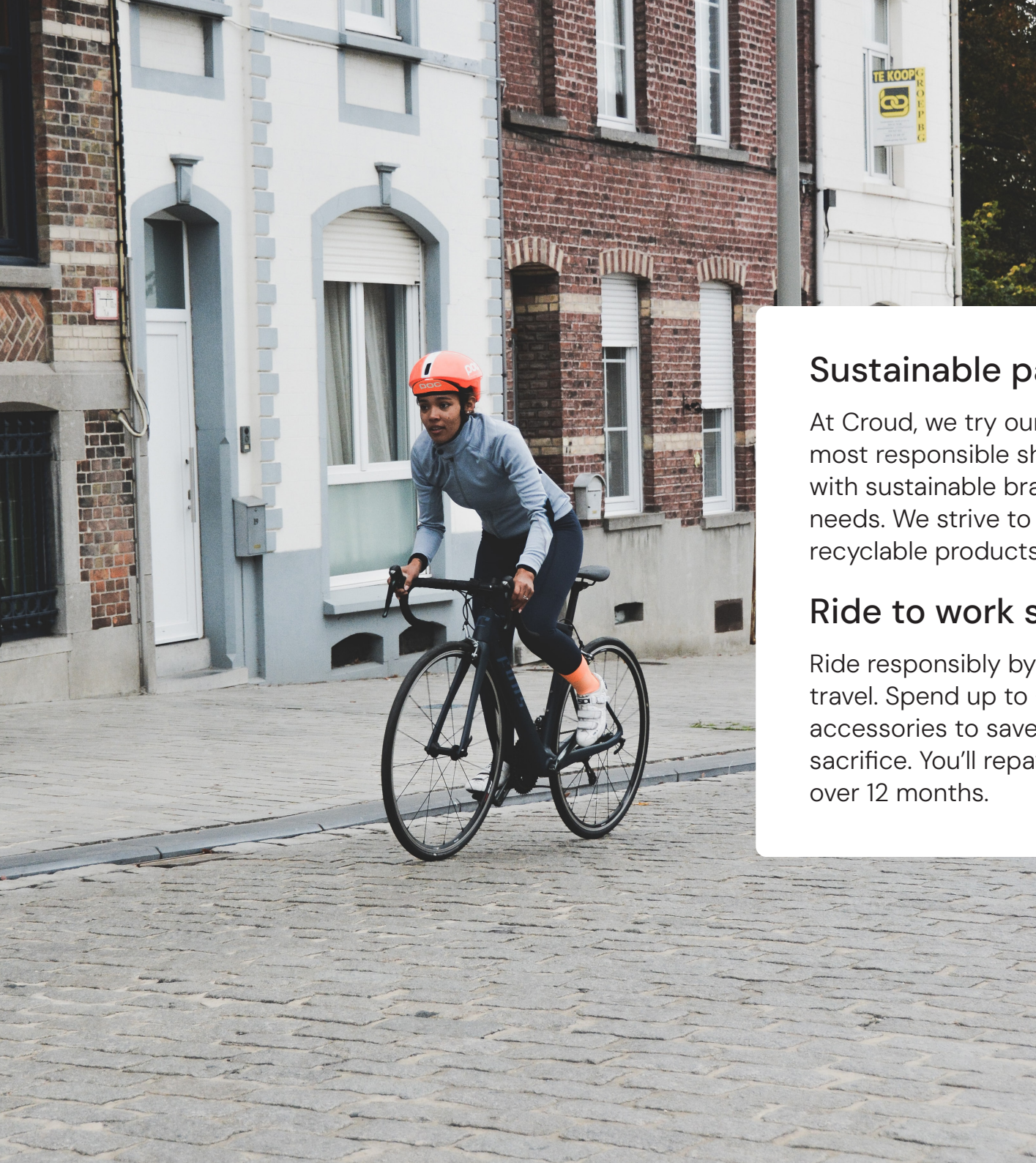
## Eco-friendly work environment

Croud is a paperless workplace, meaning that we avoid printing as much as possible and rely on email, chat and online documents. We also actively partake in recycling, and have automatic lights in our offices to help conserve energy.

## Cedara partnership

We've also partnered with the carbon intelligence platform, Cedara, who provide climate management solutions for businesses tackling their carbon output. Through this partnership we are empowered to supercharge our sustainability initiatives and drive forward our commitment to becoming a net zero organisation.





## Sustainable partners

At Croud, we try our best to ensure we're making the most responsible shopping decisions by shopping with sustainable brands where we can for our office needs. We strive to fill our offices with eco-friendly, recyclable products as much as possible.

## Ride to work scheme

Ride responsibly by investing in a better way to travel. Spend up to £1,000 on a new bike and accessories to save 32-42% in tax through a salary sacrifice. You'll repay the net amount through payroll over 12 months.



# FINANCIAL REWARDS

Croud believes in rewarding employees for their hard work, and recognising those who go above and beyond to help the business grow.

All Croud employees are eligible to receive bonuses and commission based on their performance.





## Sales commission

With any lead that successfully converts to a sale, we'll pay you a percentage commission, and award commission to everyone who's made a significant contribution to winning a new piece of business.

Commission will be paid quarterly based on the first year revenues depending on the level of your contribution.

## Discretionary annual performance bonus

Croud offers discretionary annual performance bonuses to acknowledge and applaud our employees for their hard work. Employee salaries are reviewed annually, and are subject to increase based on work performance measured throughout the year.

## Recruitment referral bonus

Know someone who can be a great asset to Croud's team? We hate paying recruitment consultants! We'll pay a generous bonus for referring new hires to Croud. The bonus is payable once the recruit has completed their probation.





Croud is my second home, really. I have been here for a long time now. It's easy to feel very comfortable at Croud but always motivated enough to keep working hard. It is unique and has been a very enriching experience for me to be here. Benefitting from the share option scheme changed my life and brought me possibilities that would have been so far out of reach for me otherwise.

Ellie Ratheram-Ball – Senior Training Manager, Shrewsbury

## Pension scheme

We operate an auto-enrollment company pension scheme – you will join the scheme as soon as your employment commences, unless you opt out. You have to contribute a minimum of 5% of your salary, while Croud will contribute 3%. You can increase your own contributions at any time.

## Income protection & life insurance

Held with Zurich, income protection is payable following 26 weeks of absence from work, and is paid at 75% of your basic annual salary via normal PAYE methods. This benefit is payable for up to five years. Life insurance is payable in the event of death, and your beneficiary will receive three times your basic annual salary which is payable as a tax free lump sum. These are non-taxable benefits and the cost is fully covered by Croud. Employees are auto enrolled on their start date.





# TRAVEL

As a global agency, Croud offers travel benefits to our employees and encourages opportunities to explore.

Employees are given the chance to travel across the world and connect with others globally, and are provided options for making the more simple trips to and from the office easier.



## Travel opportunities

We're a global agency, so travel is in our blood. You can earn an opportunity to fly across the world with us to explore and meet with others from our global network. Employees will be reimbursed for all company-related travel expenses upon approval by management.



I have learned so much in the last two and a half years, and grown so much both personally and professionally due to the space Croud has created. I've gotten the chance to work on incredible brands, I've gotten promoted, and I've been able to travel to the other offices and create international friendships. I wouldn't change my experience so far for the world (and it isn't over yet!).

Katie McMahon – Associate Director, Strategy, New York



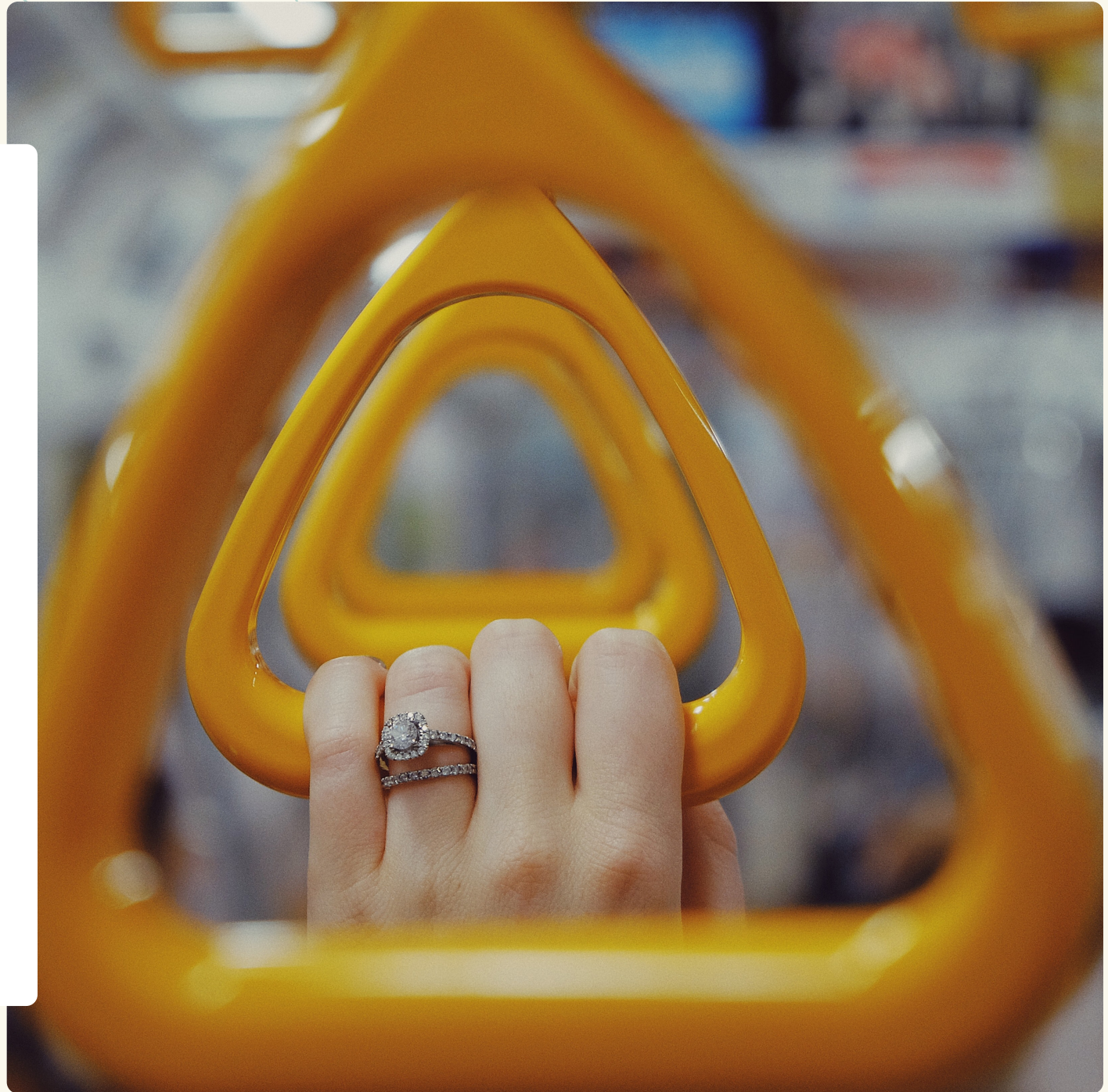


## Railcard

If you travel by rail on company business, you are eligible to claim expenses for the purchase of a personal 16-25 or 26-30 railcard at £30 per year. This is a great benefit to you as Croud will pay for your railcard and you can use it for as much personal rail travel as you would like (provided you meet the criteria for railcard eligibility of course!)

## Season ticket loan

All employees are entitled to participate in the Season Ticket Loan programme – this is an interest-free loan provided to employees in order to purchase a season ticket intended for travel to and from work.





# SHOUTING ABOUT SUCCESS

At Croud, we love celebrating the success of individuals, teams, and clients.

We offer a number of opportunities all year round for our employees to shout about their successes – from entering and attending award ceremonies to rewarding one another for our daily triumphs; no case is too small for us to celebrate.





## Award ceremonies

Gain opportunities to enter in and win awards for the work that you're proud of! Submit your work into some of the most notable award ceremonies in digital marketing to gain recognition for your achievements with Croud.



Being a part of the growth of Croud Control has been very rewarding. I have seen it improve massively. Along with that, my skills have grown as we advance in the usage of technology and improve the platform to help the agency work more effectively.

Antony King – Senior Back End Developer, Shrewsbury



## Friday Five

To celebrate our incredible teams and all of the great work that's happening across the business, Croud's Executive Team launched Friday Five, a weekly round-up highlighting the most memorable moments at Croud, from the past week.

This offers staff visibility on exciting news coming out of different offices and the opportunity to celebrate each others' accomplishments.

## Bonusly

Croud uses Bonusly to allow our teams to reward and celebrate one another for our daily triumphs. Bonusly is a platform that enables Croud employees to give 'Croud Coins' to colleagues in recognition of their successes. Employees can then redeem their coins for a wide variety of rewards – from high street shopping vouchers to charity donations.

The small successes throughout each day are just as important to us as the big ones; we try to tie these achievements back to Croud's key values.





## Our locations

### London

20 Curtain Rd  
London  
EC2A 3NG

### Shrewsbury

Abbey Foregate  
Shrewsbury  
SY2 6AH

### New York

101 6th Ave  
New York  
10013

### Atlanta

1075 Zonolite Rd NE  
Atlanta  
30306

### Dubai

One JLT  
Jumeirah Lakes Towers  
Dubai