

## CORE MARKETING SERVICES OFFERED

89 Degrees provides full-service, data-driven marketing solutions and integrates end-to-end technologies. It specializes in developing and managing loyalty programs; offering advanced analytics, multi-channel design strategies, and interactive applications; managing the customer journey with customer- and client-specific mapping and insight; and enabling optimized customer experience. Founded in 1993, the company claims a six-year client retention period on average, a five-year employee tenure on average, and manages over 150 million customer records.

## WHAT SETS 89 DEGREES APART? HOW IS IT DIFFERENTIATED?

89 Degrees consistently demonstrates a singular focus on transforming customer insights into profitable behavior when helping clients elevate their customer engagement. Their pursuit of driving desired outcomes is reflected throughout their integrated teams of marketing specialists, data scientists, and technologists. Their full-service, end-to-end approach to loyalty program development enables the creation of individualized programs for each client that strengthen brand-customer relationships and drive actual loyalty. In addition, the company oversees full implementation and ongoing support for all its solutions and can be integrated with existing technologies and platforms when needed to drive increased efficacy.

These features enable 89 Degrees to hybridize itself to meet client requirements. If the client needs a service provider that can move with it through every step of its loyalty program, from development to implementation to support, then 89 Degrees can be present at each of these points. If a client needs development and implementation but prefers to manage the program from there, 89 Degrees will take a hands-off approach.

The company also uses innovative program strategies that go beyond the traditional points/redemption framework. It designs programs that show customer appreciation and create good will and customer loyalty. It does this by using best-in-class technologies and orchestrating customer journeys with personalized content. It also uses objective measurements and effective tests to gauge the success of its methods. As a result, client satisfaction and program KPI measurement is high.

## CLIENT FIT & INTEGRATION

89 Degrees eschews rip-and-replace implementation strategies, preferring instead to integrate its solutions with clients' existing technological frameworks. The company also understands that integration will need to be performed on a client-by-client basis, that a one-size-fits-all approach won't yield any benefits. Some

clients may require database work, while others may need more help with loyalty development, strategy, tactics, and support.

Because of this, 89 Degrees creates strategic roadmaps to realize client value goals. These roadmaps often involve aggregating siloed data, such as real-time data garnered online, along with offline data lakes. From this aggregate, the company creates a multi-channel marketing database, which enables clients to see unified customer profiles. The database also enables attribution, segmentation, and standardization.

From there, 89 Degrees works with its clients to identify the short-term and long-term values they are trying to achieve, and to formulate a budget that can help meet these goals. Once the value-goal roadmaps have been created, the company begins to execute the strategies it has developed with its clients.

## PRELIMINARY STRATEGY PROCESS

89 Degrees seeks to create loyalty programs that offer personalized marketing and use reward structures to motivate customers towards the kind of engagement clients desire. To facilitate such programs, the company fosters communication between clients and their customers and advises clients on how they can show customer appreciation. This approach forms the basis for the company's three-phase project design process.



### Design:

This phase involves two processes, listed below. Clients can expect a prioritized list of potential benefits for testing as a deliverable.

#### Business Review

- Research of the industry and the client's competitors
- Interviews with stakeholders
- SWOT analysis

#### Member Analysis

- Behavior analysis
- Determine benefits usage per value tier
- Determine needs-based segments



### Market Research:

In this phase, 89 Degrees conducts focus groups and quantitative research. It delivers program recommendations at the end of this phase.

#### Conduct focus groups

- Determine concepts for members and nonmembers

#### Quantitative Research

- Determine precise measure of relative benefits



### Winning Concepts:

During the final phase, 89 Degrees makes a case for the most useful concepts it has identified for the client. It delivers economic and feasibility assessments at the end of this phase.

## CUSTOMER SEGMENTATION

To identify a client's various customer profiles, 89 Degrees finds data invaluable. After researching a client's industry, the company uses customer purchase data to characterize different purchase themes. For example, if the client is an automotive dealer, 89 Degrees might identify such purchase categories as SUV, Luxury, Sport, Compact, or Pickup. Outlining themes within the client's industry enables the company to discover specific customer tendencies. These tendencies contribute to segmentation. In addition, 89 Degrees uses customer click history to deepen its profiles and organize more personalized offers.

Using data of this kind, the company determines which of the client's business areas will be most relevant to its customers, which specific products it should market, and what type of content customers would be most interested in. It identifies customers by type: modern versus traditional customers, deal seekers, customers on a budget, etc. It also determines which customers will purchase sustainable, entertainment, or business-oriented products. This data-driven strategy leads to excellent segmentation.

## DATA SECURITY

89 Degrees complies with and is certified in the Safe Harbor Framework Privacy Policy, which establishes guidelines for data usage in the United States, the European Union, and Switzerland. Compliance with this policy means that 89 Degrees notifies individuals when their data is collected and how it can be used; offers individuals an opportunity to opt-out of data sharing with third parties; grants the individuals access to their data; and takes precautions against loss, misuse, and unauthorized access of data. To ensure that it maintains compliance, 89 Degrees conducts annual audits of its data security and privacy practices.

## EASE OF USE & ACCESSIBILITY

89 Degrees creates easy-to-use dashboards for clients that provide up-to-date information. These dashboards visualize data KPIs in ways that enable executives, stakeholders, managers, and other personnel to glean information quickly and to navigate to insights with ease. In addition, the company's existing ecosystem, which uses best-in-class technologies, provides clients with a full range of tools to meet their specialized requirements, making the company's solutions extremely accessible.

On top of customized program development, 89 Degrees establishes a program manager for each client. This provides the client with an easy-to-reach liaison who strives for its unique loyalty program vision. In addition, full campaign management services for all digital channels, customer service support, and partner coordination create a simple client experience.

## LOOKING AHEAD & ROADMAP

Predictive modeling recommendations, customer communication personalization, and loyalty rewards are the main areas of focus as 89 Degrees evolves. The aim of this focus is to improve the impact of customer experiences for the company's clients. Predictive modeling will enable clients to adapt to changing customers sooner, while personalization that considers customers' preferred communication mediums results in better ROI.



Inspired by trailblazers who would orient to 89°, the declination of the North Star, 89 Degrees adopted the name to reflect our ability to put data to work, helping our clients master new levels of customer engagement. We have decades of experience optimizing loyalty programs and generating desired outcomes. Our integrated teams of data scientists and marketing specialists, led by senior practice leaders with years of vertical expertise, are well versed in designing, deploying, and optimizing marketing systems with the advanced analytics needed for higher acquisition, retention, spend, and actual customer loyalty.

### Location

25 Burlington Mall Rd, Suite 610  
Burlington, MA 01803

### Industries Served

C-Store / Grocery, Consumer Packaged Goods, Manufacturing, Media, Non-profit, Pharmaceuticals, Restaurants / QSR, Retail, Sports / Entertainment, Technology, Transportation / Automotive, Travel / Hospitality

### Responsibility

Business to Business