

## Performance Focused, Results Driven.

Our mission is to provide our clients with digital solutions using the right blend of consumer journey strategy, technology, and execution to deliver highly-relevant experiences throughout the customer lifecycle.

### Why We're Different



**We are an extension of your in-house team.**

Enabling progress to meet milestones & solve challenges.



**We're focused on both short-term and long-term value**

Driving launch objectives with scaling in mind.



**We're the right size.**

Flexible and adaptable to the needs of the organization



**We're experienced.**

Over 15 years of MarTech implementations

### Who We Are

85SIXTY is a full service agency focused on consumer journey orchestration. Clients come to us to develop the right blend of strategy, technology, and execution to activate unique groups of customers in highly personalized ways.

### What We Do

We offer consulting services, implementation support, and ongoing enablement for a variety of digital marketing technologies.

We have extensive experience helping customers identify key use cases for audience segmentation, creating those segments, and then designing and deploying the treatments for those segments both to drive new customer acquisition and customer lifetime value.

In addition, we also support our customers with identifying the appropriate technology partners through RFP processes.

### Our Capabilities

MarTech  
Discovery &  
RFP Support

Use Case  
Development

First-Party  
Data Strategy

CDP  
Implementation  
& Enablement

Ongoing  
Management  
& Utilization

# Our Approach

## 1 Discovery & Requirements Gathering

Identify gaps in resources, tools, data attribution, etc. Perform any necessary platform audits and customer research to set our foundation for building use case studies.

## 2 Strategic Planning

Bring stakeholders to the table to define objectives, customer journey mapping, audience segmentation, experience strategy, etc. Guided by research and insights derived from Step 1.

## 3 Use Case Development & Architecture

Information from Step 2 is distilled down into specific use cases including audience targeting, core KPIs, content strategy, experience architecture, user experience design, etc.

## 4 Campaign Design & Activation

Use cases defined in Step 3 are designed and engineered, implementation of tracking and measurement solutions, end-to-end QA, and activation of campaigns.

## 5 Reporting, Analysis & Insights

Review campaign performance, perform statistical analysis & modeling, post-mortem reporting, evaluate revenue / KPI impact, and derive learnings and insights.

## 6 Iteration & Refinement

Perform incrementality analysis, iterative experience refinement, and derive learnings and insights to take into future use case planning and strategy. Complexity and advanced strategies (ie leveraging ML/AI) build as the program matures.



*"The 85SIXTY team has been informative every step of the way on implementing mParticle. Their work and expertise guiding us through the process has saved us exponentially by not having to hire internal resources and cut timeline for us to get it up and running."*

**- Ashley Lanning,**  
DIRECTOR OF ECOMMERCE AT MOMENTOUS



*"85SIXTY has been a great partner to work with and they've enabled us to really understand how we are going to be leveraging mParticle as a part of our customer's journey."*

**- Josh Kellner,**  
SR DIRECTOR ECOMMERCE/DIGITAL MARKETING