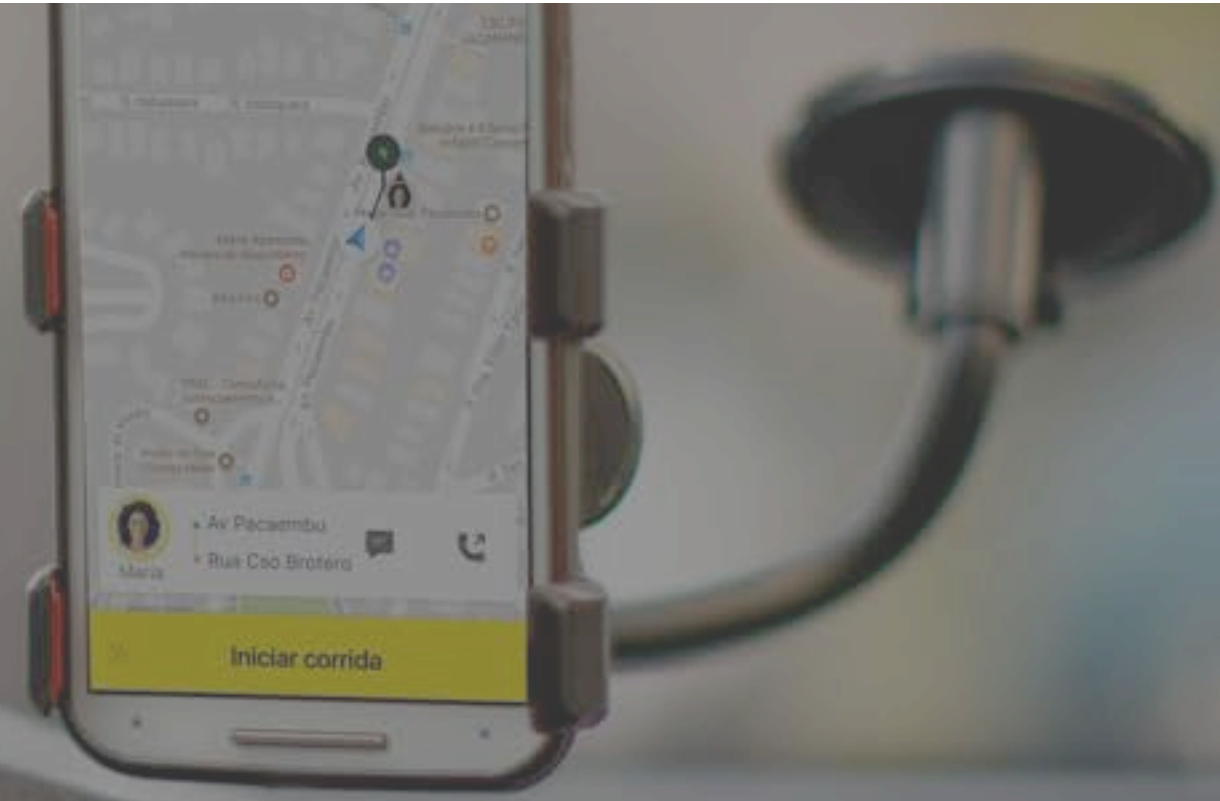




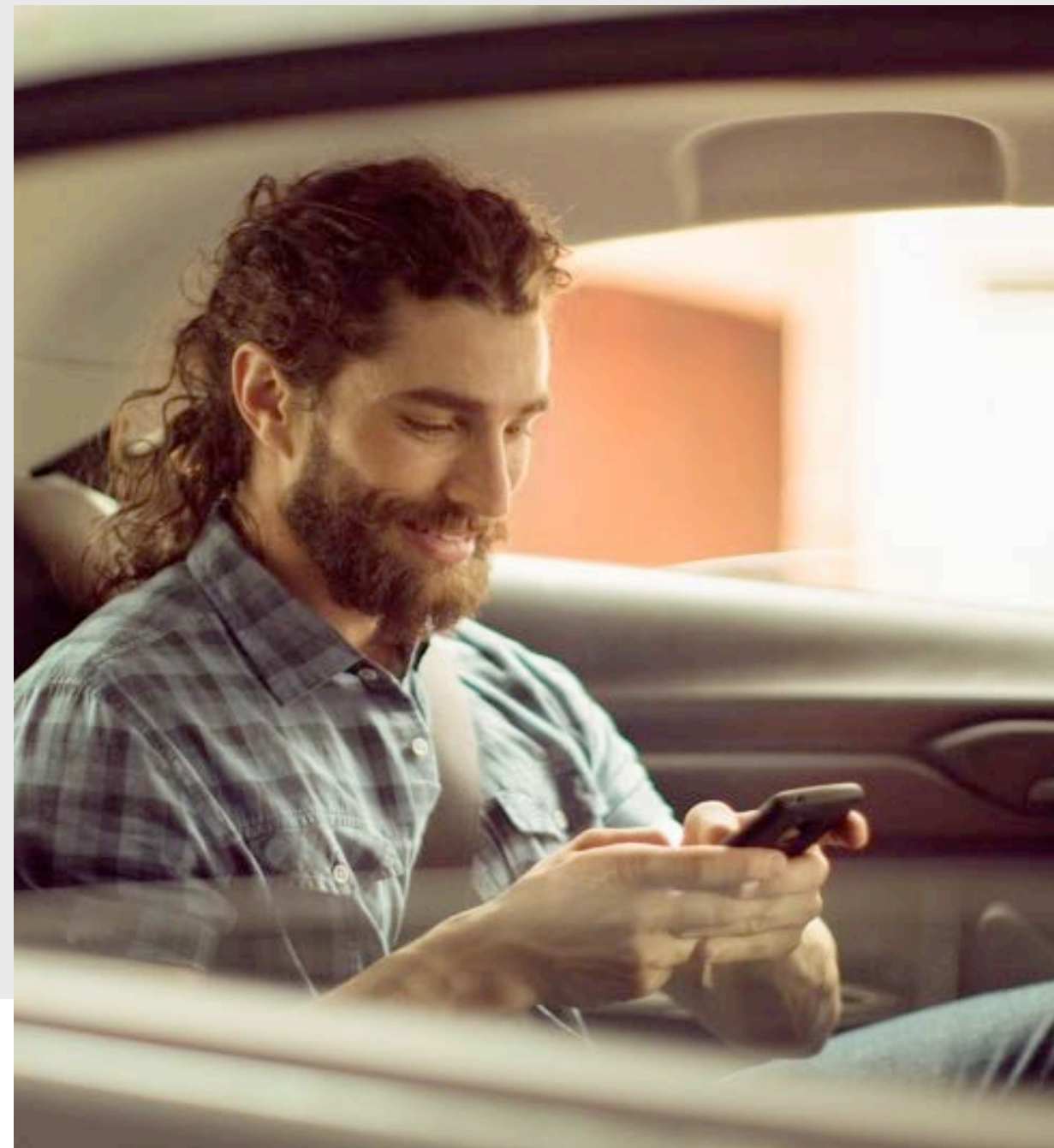
CLIENT: 99 | INDUSTRY: On-Demand Ride Hailing Service | PROGRAM: Referral Reward Program

Riding into the Future with SaaSquatch

99 is the largest on-demand transportation company in Brazil.



99 are leading the revolution of urban mobility with their mission to make transportation cheaper, faster and safer. Over the last 5 years their mobile app has grown to have the largest fleet of registered taxi drivers, operating in over 550 cities and serving millions of passengers.



5%

DAILY NEW USER GROWTH FROM REFERRALS

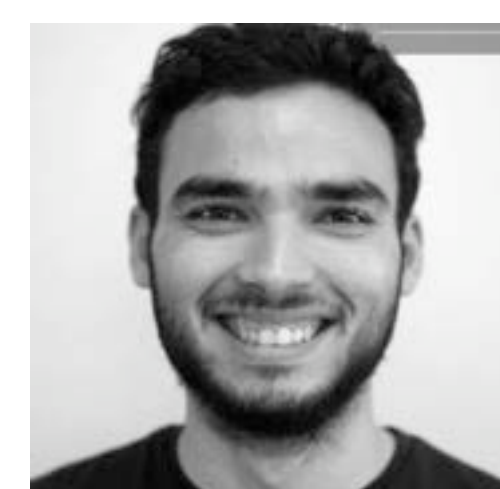
The Challenge

When 99 came to SaaSquatch in March 2017, they were running an internal referral program that was underperforming due to their limited development resources. Being an on-demand service, referrals were a key component to their growth strategy and it became a priority to revamp their referral program. They decided to look at referral software vendors so they could quickly implement a fully automated program that would require minimal in-house development time. The new solution also needed to be responsive for mobile devices, fraud resistant, and robust enough to handle their high traffic volume.

“SaaSquatch was able to provide a quick and reliable solution for our member-get-member efforts. Their solution, customer support and anti-fraud features were invaluable to us while deploying the program with quality in a short timeline”



Zoom over to the next page for Solutions & Results...



Pablo Naze
Product Manager, 99

99

💡 The Solution

99 chose SaaSquatch for its ability to satisfy these requirements as well as provide customized double-sided referral programs in Brazilian Portuguese for both their taxi drivers and passengers. Given their large customer base, 99 needed to make sure that their referral programs were optimized before launching to their millions of users. The SaaSquatch platform enabled them to quickly implement and test a pilot program with minimal development resources. In just one month they were ready to launch their “Give Credit, Get Credit” referral program to their entire user-base.

📊 The Results

With millions of customers registered in their referral programs, 99 continues to see exceptional growth from word-of-mouth marketing. Driving an average of 5% of their daily new users through referrals, SaaSquatch ensures that 99’s programs are running efficiently and securely.



“ SaaSquatch was able to provide a quick and reliable solution for our member-get-member efforts. ”



Pablo Naze
Product Manager, 99



SaaSquatch is the essential acquisition and loyalty management solution for today’s digital services. Our referral and special offers platform gives your company the power to create personalized incentive-based programs that your customers will want to share.

We’ve helped companies of all sizes create the best programs for their business, including Western Union, Invision, 99 Taxis, Tile, Typeform, Teach Stater, SkyScanner, and many many more.

Growing Businesses with Growth Automation

Get in Touch!

Want to learn more about how the SaaSquatch platform can help your business grow?

[Request a Demo](#)

sales@SaaSquatch.com

