



CLIENT

INDUSTRY

PROGRAM

99 | B2C On-Demand Service | Dollar Credit



99 is the largest on-demand transportation company in Brazil. They are leading the revolution of urban mobility with their mission to make transportation cheaper, faster and safer. With operations in over 550 cities, the 99 app serves millions of passengers and has grown to have the largest fleet of registered taxi drivers in Brazil.



Challenges

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.



Solutions

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.



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.

5%

DAILY NEW USER
GROWTH FROM
REFERRALS

“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”



Pablo Naze
PRODUCT MANAGER, 99