

# Big data. Bigger decisions.



To make effective marketing and strategy decisions, you need the best data. You also need analytics and brilliance to find the meaning in the madness – to develop the insights and recommendations that will help move you toward achieving your goals.

## Don't guess. Know.

At One10 we look before you leap. Our strategic and disciplined approach to data and analytics will help you make sound, calculated business decisions that drive the results you desire. Through research, analytics and measurement, we can tell you when and how far you've moved the needle.

Before you spend one dollar, our team of experts can help you to define the behaviors you want to promote, and establish the appropriate key success metrics by which to measure those results. At specific milestones, we reflect on success with an eye to influence future ROI.

No matter where you begin, what business issues confront you, or what information resources you already have, we have the experience and tools to give you the answers you need.

## Program Snapshots

- Advanced pro forma ROI models helped a large environmental services company evaluate the likely risks and rewards of various B2B loyalty program designs and ultimately give them the confidence to move forward
- Predictive analytics helped a large vehicle manufacturer focus dealer resources on the fleet manager customers who are most likely to be in market for new vehicles
- Results measurement is helping a major golf course supply company leverage customer data to identify specific product combinations to grow sales

## Our Core Solutions

You want results. We get them. One10 integrates our three lines of business supported by various services and products. Our expertise in travel and events, incentives and recognition, and marketing services drives better performance for our clients.

Analytics	Training	Incentives	Creative	Travel and Events	Recognition
<ul style="list-style-type: none"> <li>• Performance Reporting and Analysis</li> <li>• RSx</li> <li>• Campaign and Program Measurement</li> </ul>			<ul style="list-style-type: none"> <li>• Predictive Modeling</li> <li>• In-Market Modeling</li> <li>• Machine Learning and AI</li> </ul>		<ul style="list-style-type: none"> <li>• Segmentation</li> <li>• Sales Person Future Value</li> <li>• Market Research</li> </ul>

## Success Story

**The Challenge** – Our animal pharmaceutical client noticed a decrease in sales rep visits to clinics and wanted to understand why, as they sold exclusively through the veterinary clinic channel.

**The Solution** – Our team conducted a custom RSx study to understand the relationship strength between our client and vet clinics and quickly uncovered the problem – the reps visits weren’t viewed as relevant to half of the clinics. A segmentation study showed different motivations for different clinics. Our training team took these insights and developed new training for the clients’ sales teams and our creative team created relevant communications for each segment of clinics.

**The Results** – The custom tracking dashboards we developed for the client demonstrated a 10% improvement in office visits, which led to a 6% growth in sales.



**At One10, we believe in better.**

Success begins when you embrace the exceptional impact even ONE engaged stakeholder can have on your business. Let us take you there.



**CONTACT US**  
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