

We are a consumer insights and data science firm using the power of business strategy, research, analytics and software development to help our clients understand their businesses better and implement solutions that drive bottom line value.

Through our custom-built data products, and market-leading consulting services, we can help you to leverage the data your business needs to identify and execute the best opportunities for growth, creating the most value for your business. No more confusion, no more analysis paralysis, just clear, pragmatic solutions that help you make the right decisions.

Consulting Services

Eighty20 offers unique end-to-end consulting and execution services.

With over 20 years of consulting experience, our teams provide trusted advisory services to leading global brands.

Utilising our core competences in business strategy, research, data science and software development, we offer a unique set of data-driven consulting services.



Data Strategy & Execution

Using our pragmatic business orientated approach, our technology teams can help you develop and execute a winning cloud-based data strategy.



Customer & Market Research

By sourcing the right secondary data, and combining it with primary research, we close any knowledge gaps you have, and guide strategic decisions for your customers and your business.



Customer Analytics & Data Science

Our structured problem solving approach combined with deep analytics and data science capabilities enables our teams to add strategic value, quickly.



Segmentation

Combining our market leading data enrichment products with a thorough analysis of your internal customer data, we are able to size, define and characterise, not only your existing customers but also your entire target market.



Value Proposition Development

Combining our business strategy, financial modelling and customer sensing capabilities, we help you to design, develop and delivery winning propositions.



Campaigning and personalisation

With our AI-enabled campaign management tools, we help you execute targeted, hyper-personalised marketing initiatives. From customer journey builds to reporting, we drive ROI.



Loyalty programmes

We are leading providers of loyalty strategy, design and execution services, combining our other core competencies into an integrated loyalty approach.



Marketing Effectiveness

Using our data handling, segmentation and dashboarding toolkits we help you understand the effectiveness of your marketing efforts and by doing so, enable you to develop the most profitable marketing mix.



Data Monetisation

Our experienced team of management consultants, marketers, data scientists and developers have a track record of helping clients develop as well as execute their data commercialization strategies.

Data Products

Eighty20's powerful data products augment your customer insights and drive business performance

We build software which delivers business and market insights, pragmatically. Our tools are developed to help answer key questions quickly, and drive data-led decision making.

Our technology team's key focus is offering market leading external customer data tools, whilst maintaining a privacy-focused and ethical approach to data usage.



Eighty20 National Segmentation

The most comprehensive view of SA consumers with more than 1 000 profiling variables, 8 segments, 46 sub-segments and 1 500 micro-segments, helps you understand what your customers look like.



Suburb Profiler

An online geospatial tool providing deep insights into the demographics and profile of consumers by sub-place. You can determine your penetration by area, the profile of customers that live in your catchment areas, and where the best growth opportunities are located.



Terain Customer Movement Platform

Location info from millions of smartphones, updated weekly to augment ENS data, helping you understand SA consumer habits, find your customers and know where they're going.



Citizen Analyst Tool

An interactive cloud-based data analytics platform for technical and non-technical users. Generate insights and analysis on your customer and internal data in seconds for data-led decision making.



Data Portal

The largest online data portal of economic, market research, and statistical data in SA, gives you access to numerous data sets to enable a deep understanding of your environment and consumers.



Credit Portal

Gives you access to demographics, credit usage, performance and products of interest for 20 million+ credit active consumers – allowing you to understand financial behaviour and target customers effectively.