



Fifth Tribe is a digital agency that serves businesses, government agencies, and non-profits from all over the world.

www.fifthtribe.com

Company Snapshot

Type: **Small Business with 35+ Clients**

Duns #: **078877504**

Cage Code: **6YS93**

Primary NAICS:

541511 - Custom Computer Programming Services

541611 - Business Mgmt and Strategic Planning

541613 - Marketing Consulting Services

611430 - Professional Mgmt & Development Training

GSA Schedule 70 Holder

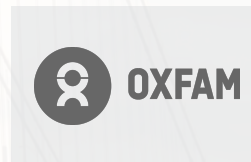
Notable Achievements and Recognition

- 2014: **Featured in Arianna Huffington's "Thrive: The third metric to redefining success and creating a life of well-being, wisdom, and wonder"**
- 2014: **Winning team at Hedayah Hack**
- 2015: **Published in Defense Acquisition University: "Market research: Faster, smarter, and predictive"**
- 2015: **Appointed to private sector committee** along with IBM and Goldman Sachs on the Global Community Engagement Resiliency Fund (GCERF) (2015 to Present)
- 2016: **Winning team member at Moonshot Team Exponent Competition on climate change**
- 2016: **Recognized by Secretary of State John Kerry in "State of Global Partnerships Report"**

Featured Clients



Successfully streamlined Small Business Office communication by implementing a customer service initiative using knowledge base system to automate phone, email, blog and social media responses.



Designed and launched an interactive mobile app to support advocacy to Congress concerning the Foreign Aid 101 report.



Designed and launched an interactive mobile app to target public and private partnerships for the first time to increase scale and innovation of existing programs.



Built a mobile application for their staff to present at tradeshow and discuss the Hult Prize initiative for recruiting applicants and obtaining partnerships



Delivered interactive learning material on our web and mobile platform to train their global workforce on assurance and advisory standards and services.



Provided digital strategy audit, product development, branding, investor presentations, and digital marketing services.



Rethink the way government agencies achieve and use data

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Product Innovation

Inspired by studies from Google Ventures, IDEO, and IBM, we've established a design methodology that moves beyond just product development into a methodology to create and launch platforms for success.

- Ideation & prototyping for minimal viable product (MVP)
- Stakeholder analysis and user journey mapping
- Product-market fit analysis



Web & Mobile

Fifth Tribe uses strong enterprise tested technology solutions that can grow with our clients and their particular needs. Our mobile products combines the best of tablet UX design and functionality to create engaging digital experiences that drive measurable actions.

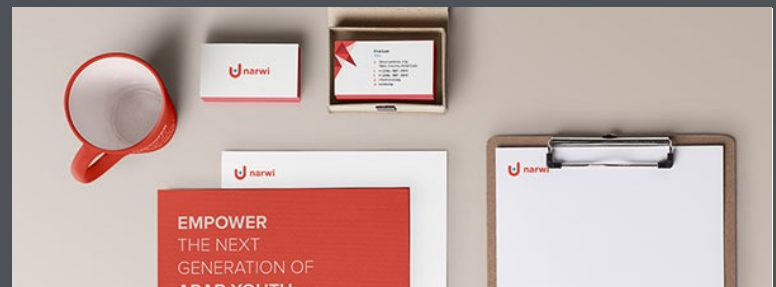
- Responsive web, User experience, & Interaction design
- CMS Implementation
- Native iOS applications with built-in analytics



Training

Our training service combines the latest interactive web technology and meaningful data. The platforms we build drive user engagement by creating an experience that breaks down complex concepts into interactive touch-points that the user can easily comprehend.

- Curriculum design and user analysis
- Interactive content available for web and mobile
- Custom reports



Branding & Design

A strong product requires a strong story. Branding is key in making sure that your product's story is compelling in front of target audiences. We provide our customers strong visuals to enhance their great product ideas.

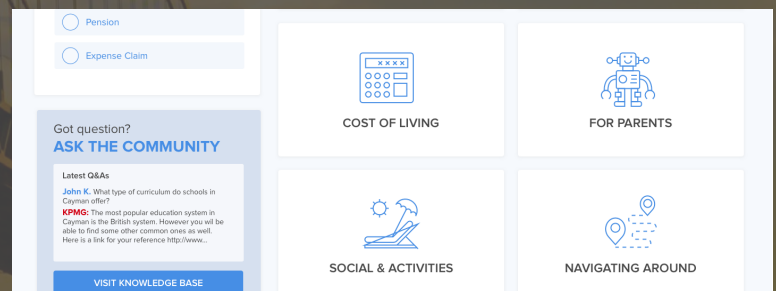
- Corporate identity
- Brand guidelines
- Brand messaging and storytelling



Digital Marketing

We assist our clients in achieving their business goals by conducting audits to align their strategic objectives with their online marketing campaigns. By orienting our process around clear performance metrics, we ensure that marketing has a clear and measurable impact.

- Digital strategy audits
- PPC, SEO, Social Media
- Reporting and custom analytics



Customer Service Knowledge base

Fifth Tribe streamlined communication from industry to field offices through the creation of a single knowledge base and customer service platform.

- Customer service knowledge base to streamlined communication and automate response
- Ticketing and routing system
- Data on customer inquiries