



CHEETAHDIGITAL

MARKETING DATA MANAGEMENT

As consumers interact with brands across multiple channels every day, marketers have to collect, organize and maintain that information to better understand customers and build lasting relationships. Investing in the right strategy and tools for comprehensive marketing data management is key to controlling your data and finding opportunities for deeper customer engagement.



We have more access to data, more ability to manipulate this data, and really understand who is engaging what content. We are able to target media spend more effectively because of the Marketing Suite. We've been able to spend the same and get more.

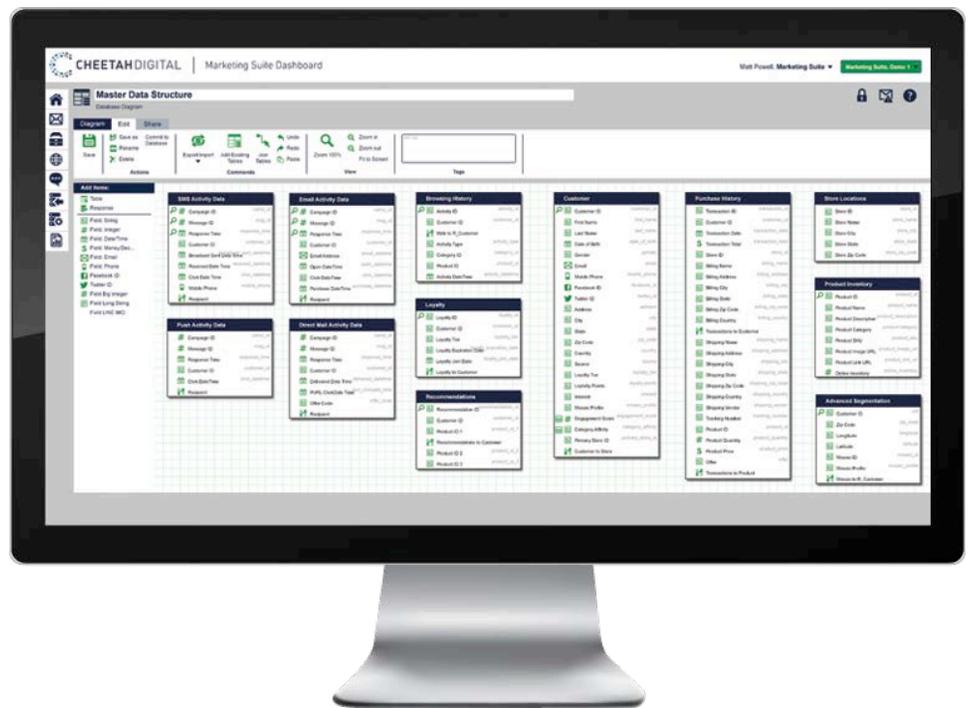
– Marketing Suite Customer, Total Economic Impact (TEI) report by Forrester Consulting, 2017

Take control of your marketing data

Even small gaps in your marketing data can damage the customer experience. The Marketing Suite offers a deep relational database that can collect data from any source and format, giving marketers direct access to everything they need for data-driven marketing in one place.

With the Marketing Suite, you can ...

- Collect and organize limitless quantities of data from any source using multiple import methods, including API calls, web forms and manual uploads
- Configure your own database structure even without programming knowledge, so you can quickly adapt your database strategy to market needs
- Access visual database diagrams so you can easily view and control high volumes of complex customer information



Keep your data healthy

Good marketing data doesn't last forever, and marketers need to be confident that customer records are always accurate, up-to-date and secure. The Marketing Suite offers tools to keep your data in shape, leaving you to focus on marketing.

With the Marketing Suite, you can ...

- Automatically eliminate duplicate data and problematic customer records with merge/purge, email validation and bounce handling services
- Maintain a secure, compliant database with data governance principles that satisfy internal policies and marketing objectives in every industry
- Easily create and share custom exports of database activity, so you keep an eye on changes in customer records

Make a difference in your marketing

For brands that collect, store and enrich millions of customer records, it can be a challenge to find the right data to create compelling customer experiences. The Marketing Suite's campaign execution tools are built to take advantage of rich customer data and drive deep engagement through one-to-one campaigns.

With the Marketing Suite, you can ...

- Use drag-and-drop segmentation tools to create sophisticated audiences from millions of records in seconds
- Create business rules within messages to deliver dynamic and personalized content to individual customers
- Automatically calculate engagement scores for customers to determine the right channel, timing and content for your next one-to-one campaign

Get started at www.cheetahdigital.com/contact.



About Cheetah Digital

Cheetah Digital is the only independent, cross-channel marketing solutions provider dedicated to the enterprise marketer. Backed by actionable data, intuitive technology and expert services, our platform allows marketers to build meaningful customer relationships, create profitable brand outcomes and drive exceptional results. Our team of industry experts provide marketing leadership for the world's largest enterprise brands, including Williams-Sonoma, Delta Airlines and Hilton. Cheetah Digital is a global company with 1,600 employees worldwide and operates in 17 countries, with headquarters in New York City.

For more information, please visit www.cheetahdigital.com or give us a call at (844) 747-1667.
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