



CHEETAHDIGITAL

STOP GUESSING.

YOUR MARKETING DATA HAS ALL THE ANSWERS.

Dedicated to
marketers.

Committed to
results.

Consumer habits are constantly changing. Consumers are as tech savvy as ever, and have more ways and channels in which to buy, book or otherwise interact with brands. As marketers we are constantly challenged to follow buyer behavior, collect data from interactions and use these insights to improve the customer experience. The Cheetah Digital Marketing Suite exists to give marketers the management tools their brand needs to better analyze each customer relationship on an individual, touchpoint-to-touchpoint basis and do it across multiple channels.

Once marketers have access to this data they can manage it, no matter how expansive, in an organized, centralized location — thus giving them insight into consumer behavior and enabling them to witness the moments that matter most to their customers. These findings set the foundation for future cross-channel strategies and campaigns.

Capabilities of the Cheetah Digital Marketing Suite

The Cheetah Digital Marketing Suite enables marketers to collect, manage and activate billions of individual customer records to deliver timely, relevant messages across every channel. It supports the integration of all data, from any source, and allows for a holistic view and management of the data in real time.

With the Marketing Suite, you can:

Manage your marketing data with a custom-built relational database, compatible with all data types, to ensure you'll have exactly what you need, all in one place.

- Configurable database structure
- Unlimited data types and sources
- Data governance
- Data maps

Scale your efforts with our flexible platform, which easily integrates data from outside sources by supporting entry data points of all kinds, including API calls, webforms, manual uploads and more.

- Multiple import methods including batch, HTTP post and more
- Multiple data load methods including standard, sequential and advanced



Maintain data health with built-in tools to ensure data remains clean and is mapped accurately.

- Email validation tools including bounce handling and ban lists
- Data validation tools including merge/purge, data parsing and more
- Standard activity exports

Build relationships by drawing insights from individual customer interactions with your brand to better understand how you can create more valuable and rewarding customer experiences. Use proven tools to establish thoughtful, segmented campaign audiences that ensure you deliver the right message to the right person, every time.

- Visual interface for filter creation
- Support for sophisticated business rules
- Support for seed lists, exclusion lists and audience restrictions

Activate Your Marketing Data with the Marketing Suite

- ✓ Unrivaled customer data management providing accessibility, flexibility, scalability and security like no one else.
- ✓ Real-time communication engine with seamless integration across channels, devices, media and partners.
- ✓ Powerful analytics that unlock new insights to deepen your relationship with customers.

Ready to get started? [Contact Us](#) ▶



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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