Marketing Suite

Dedicated to marketers.

Committed to results.

The Marketing Suite offers:

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

Data-driven, personalized interactions delivered across channels in real time. The Marketing Suite is designed to help marketers build and optimize high-volume, highly-complex, high-performing cross-channel campaigns for each individual customer.
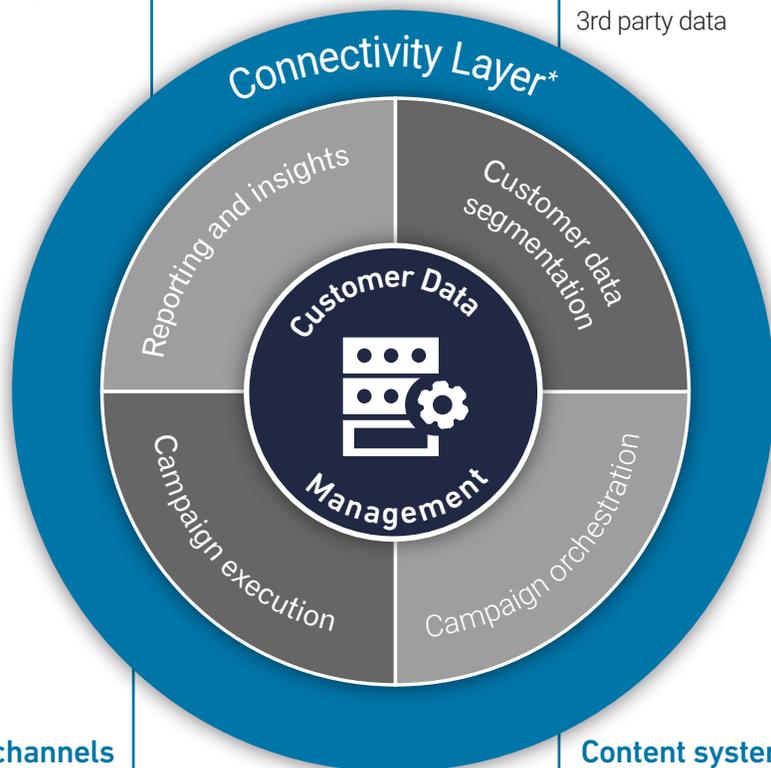
What is the Marketing Suite?

Analytics tools
Web analytics
Predictive modeling
Decisioning engines

Data sources
CRM
Data management platform
Data warehouse
3rd party data

Connectivity Layer*

Reporting and insights

Customer data segmentation

Customer Data Management

Campaign execution

Campaign orchestration

Other channels
Social
Web
Mobile
TV

Content systems
Content management systems
Digital asset management
Marketing asset management

Customer data management
Centralize customer data from any source in real time

Customer data management is at the core of the Marketing Suite, facilitating and simplifying the capture, ingestion and consolidation of data from any source — in real time — to build a complete customer view. The Marketing Suite was built to accept and normalize all customer information, while placing no restrictions on the size, composition or structure of the data that is housed.

Customer data segmentation
Develop sophisticated audience segments and cross-channel campaign logic for personalized communications

Marketing programs have evolved beyond broad blast, single channel communications, to highly personalized and carefully orchestrated interactions across the various channels today's connected consumer uses. From within the Marketing Suite, robust data segmentation allows users to access any data point to create custom audience segments for truly one-to-one marketing campaigns. Using an intuitive drag-and-drop to create sophisticated segmentation logic, marketers can create dynamic cross-channel campaigns without having to write a single line of code.

Campaign orchestration
Orchestrate data-driven customer experiences across channels that can be planned or triggered in real time

The Marketing Suite's campaign orchestration capabilities provide marketers with access to real-time customer data through an easy-to-use visual interface for building cross-channel programs. With the Program Builder, activity in one channel can influence message delivery, content or context in another — ensuring that customers consistently receive relevant communications in the right channel at the right time.

Campaign execution
Real-time execution of personalized customer communications across channels

Meaningful, personalized communications become a reality in the Marketing Suite by capturing and sharing customer data across campaigns, enabling marketers to automatically trigger the delivery of consistently personalized, contextually relevant, value-added communications. Communications can be deployed directly from the Marketing Suite or through third-party delivery systems via API integration.

Reporting and insights
Customer-centric insights across all marketing activities

The Marketing Suite provides direct access to real-time campaign performance, customer insights and activity data for program optimization, all from a single interface.

Intuitive and easy-to-use reporting tools, powered by big data storage that scales to support diverse data volumes, velocities and formats, enables marketers to quickly run reports off any campaign or data point stored or published to the Marketing Suite.

Head to the Cheetal Digital website at www.cheetahdigital.com or Contact Us to learn more about the Marketing Suite!