The Zero-Party Data Playbook

CHEETAH DIGITAL

The Zero-Party Data Playbook

The brand and customer relationship used to be rather straightforward. Buyer personas would be crafted, and masses of data points from all manner of sources would be loaded into CRMs. As long as the CRM was full, the top of the funnel loaded and the tills still rang, no one questioned it.

But then came the Cambridge Analytica scandal, the enactment of privacy legislation and the epiphany that much of this data that had been collected and purchased from third-party vendors was stale and useless.

In light of this, there's a need to re-evaluate the relationship between brands and consumers and how internal teams disseminate marketing messages, load the CRM with high-quality data, personalize digital campaigns, and turn prospects into loyal customers.

Our recommended approach, is the zero-party data path.

Can Personalization & Privacy Co-Exist?

We live in contradictory times. The modern consumer demands increased privacy, tightened data controls, and the right to be forgotten. That's easily deliverable until you contrast those demands with their expectations for tailor-made content, bespoke product recommendations, and uber-personalization.

For marketers who take the zero-party data path, this is a unique opportunity to improve relationships and deliver better personalization. For those still wedded to third-party data sets, this is quite the headache.

Zero-party data marketers see this as a time of digital opportunity. They are connecting directly with consumers and gathering the data, insights, and permissions they need to power personalized marketing across all stages of the customer lifecycle. Rather than inferring, they're asking. And consumers are willingly and intentionally sharing.

By taking the zero-party data path, marketers become empowered to build direct relationships with consumers and, in turn, better personalize their marketing efforts, services, offers, and product recommendations.

71%

of consumers express some level of frustration when their experience is impersonal

"

Personalization and privacy can only coexist in the future with a zero-party data strategy.

Scott McNealy
Founder, Sun Microsystems

"

Building Direct Relationships With Consumers

You know what your customers have done in the past, but do you have the data to know they are going to do in the future? It is entirely possible for marketers to collect this preference data, that is intentionally and proactively shared directly with you by the consumer. This is zero-party data.

Rather than guessing, you ask, and if you offer a tantalizing value exchange, consumers will share their preference data. Data points like purchase intentions and preferences to improve personalization and help build up a picture of who they are.

Zero-party data allows brands to build direct relationships with consumers, and in turn, better personalize their marketing efforts, services, offers and product recommendations. As it comes directly and willingly from the consumer there are no intermediaries, no guesswork.

52%

**of consumers would share personal data
in exchange for product recommendations**

"

Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include purchase intentions, personal context, and how the individual wants the brand to recognize her.

Fatemeh Khatibloo
Principal Analyst, Forrester

"

The 4 Types Of Consumer Data

	Inferred Data	Observed Data	Self-Reported Data
Third-Party Data	Inferred household income	Mobile device ID Set-top box data Purchase preferences	Social media page likes
Second-Party Data	Product/ category preferences	Web cookie data	Self-identified household income
First-Party Data	Cross-device identity matching	Loyalty program activity Purchase history	Date of birth Mailing address
Zero-Party Data			Preference insights and purchase intentions

The Value Exchange Economy

It's not merely a case of build it and they will come. To collect the data required to power true personalization, consumers need to be entertained, engaged and receive something in return for their attention and preference data.

Brands can deliver this through interactive experiences that conduct research, accrue opt-ins and deliver an altogether better experience with a value exchange for the consumer.

Questionnaires, polls, quizzes, contests or social stories can incorporate reward mechanics that give consumers a genuine reason to engage and submit their first- and zero-party data. And it doesn't always have to be a discount or red-letter prize: exclusive content, social kudos, personalized recommendations and loyalty points can also be the catalyst for the collection of opt-ins and zero-party data.

83%

of marketers say creating personalized content is their biggest challenge

BRAND

CONSUMER

Sweepstakes

Coupons

Personalized recommendations

Social kudos

Exclusive content

VIP treatment

Loyalty points

Collecting Preference Data At Scale

Marketers can collect zero-party data by delivering interactive experiences that conduct research, accrue opt-ins and deliver an altogether better experience for the consumer.

Whether a questionnaire, poll, quiz or social story, by leveraging these interactive experiences that incorporate incentive mechanics, marketers can quickly and easily collect zero-party data at speed and scale.

Capturing consumer motivations, intentions, interests, and preferences at scale lets you truly personalize each customer's experience. And by leveraging the right mechanics, and offering a value exchange, your customers will tell you what products they desire, what they look for in a service, and what motivates them to purchase.

64%

of consumers are happy with retailers to save personal preferences if more personalization is offered

"Zero-party data is extremely valuable and will improve the effectiveness of your firm's personalization efforts.

Fatemeh Khatibloo
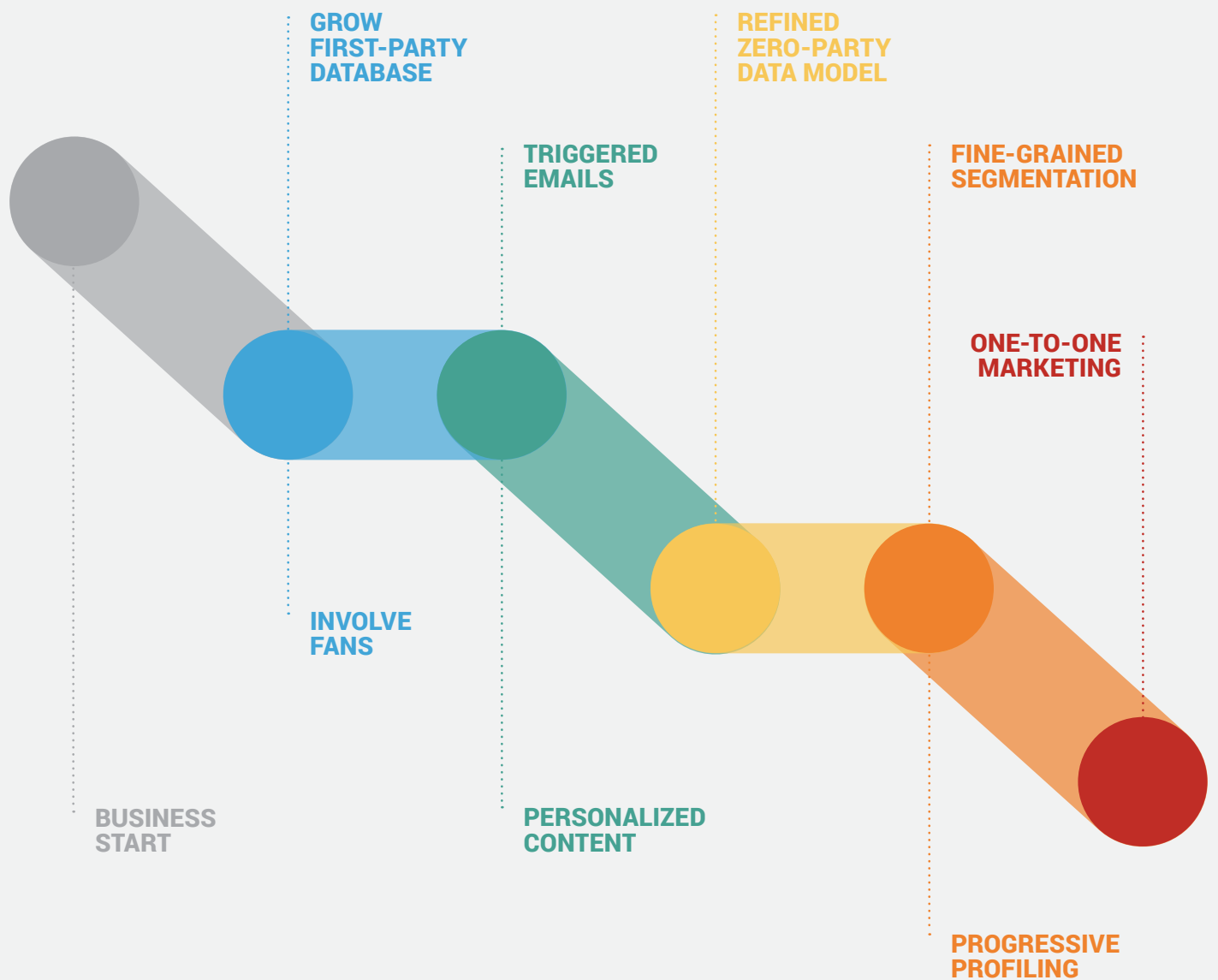Principal Analyst, Forrester

The Zero-Party Data Maturity Model

For brands looking to build out their consumer database and collect zero-party data, this white paper will take you on the journey from loading the CRM with first-party data to implementing a fully-fledged zero-party data strategy that delivers hyper-personalized campaigns to consumers.

The first stage of any data-centric strategy is growing the first-party database and collecting PII data from one-off customers. Next brands need to turn those customers into loyal fans by delivering exciting campaigns that generate user-generated content and start developing more meaningful relationships.

With this data brands can deliver personalized content in triggered emails that yield higher open rates, click-throughs and conversions. As your customers respond and supply you with a host of self-reported data points your database becomes finely segmented and refined.

The audience building and progressive profiling from here becomes increasingly granular, allowing you to build up a complete picture of your customers motivations, triggers and desires and empowering the marketer to deliver truly one-to-one marketing.

GROW
FIRST-PARTY
DATABASE

REFINED
ZERO-PARTY
DATA MODEL

TRIGGERED
EMAILS

FINE-GRAINED
SEGMENTATION

ONE-TO-ONE
MARKETING

INVOLVE
FANS

BUSINESS
START

PERSONALIZED
CONTENT

PROGRESSIVE
PROFILING

700M

**zero-party data records
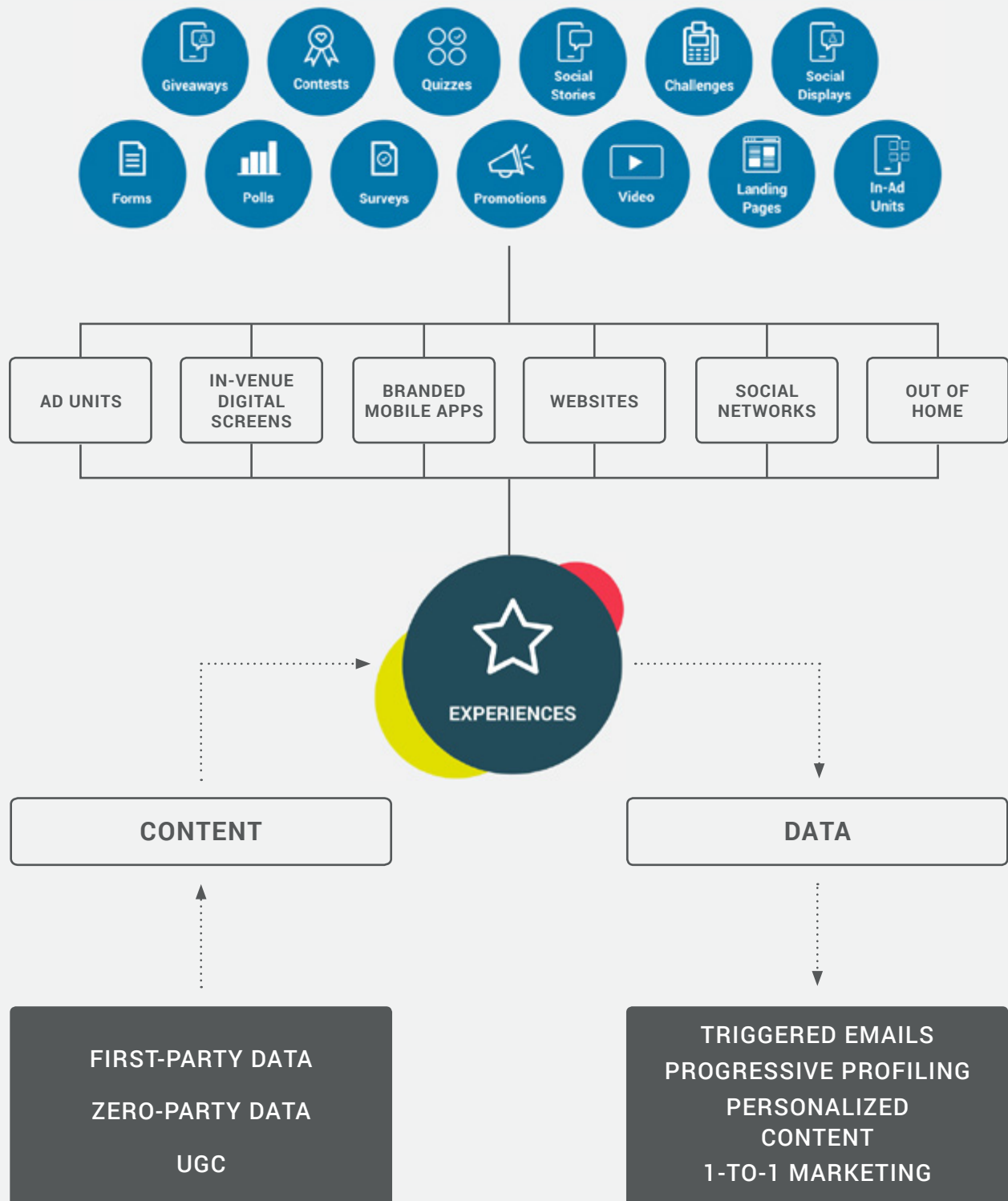collected in 2018**

"

Forrester Marketing Predictions 2019

Consumers want control over their info, so marketers will turn to zero-party data. While regulations like Europe's GDPR and Vermont's data broker registration law whittle away access to third-party data, marketers will need new ways to augment their existing first-party data. All hail zero-party data.

Forrester B2C Marketing Report 11 Nov 18
#1 Takeaway For 2019

"

How It Works

Giveaways · Contests · Quizzes · Social Stories · Challenges · Social Displays

Forms · Polls · Surveys · Promotions · Video · Landing Pages · In-Ad Units

AD UNITS	IN-VENUE DIGITAL SCREENS	BRANDED MOBILE APPS	WEBSITES	SOCIAL NETWORKS	OUT OF HOME

EXPERIENCES

CONTENT	DATA

FIRST-PARTY DATA ZERO-PARTY DATA UGC	TRIGGERED EMAILS PROGRESSIVE PROFILING PERSONALIZED CONTENT 1-TO-1 MARKETING

Grow First-Party Database

Without a database full of qualified leads, marketers have no one to market to, and sales teams have no one to sell to. However, in light of recent data scandals, coupled with privacy legislation sweeping the globe, consumers are more scrupulous than ever when it comes to handing over their personal data.

As brands wean themselves off their third-party data quick fix, they're leveraging interactive experiences that collect small amounts of self-reported first-party data, like name, date-of-birth and email address in return for products, free content or other items of value.

92%

**of marketers believe using
first-party data is critical to their growth**

Vodafone
Interactive Social Story

Vodafone

Social Stories are the newsfeed for digitally savvy consumers, but there's a disconnect, with current iterations of social stories advertising taking 5 seconds to load.

Cheetah Experiences-powered call-to-action pages load instantly, keeping fickle millennial consumers engaged. So by leveraging Cheetah Digital, offering a value exchange in a contextually relevant channel, and seamlessly incorporating data capture mechanics into the interactive story, Vodafone drove huge amounts first-party data collection and outperformed their traditional digital display advertising strategy.
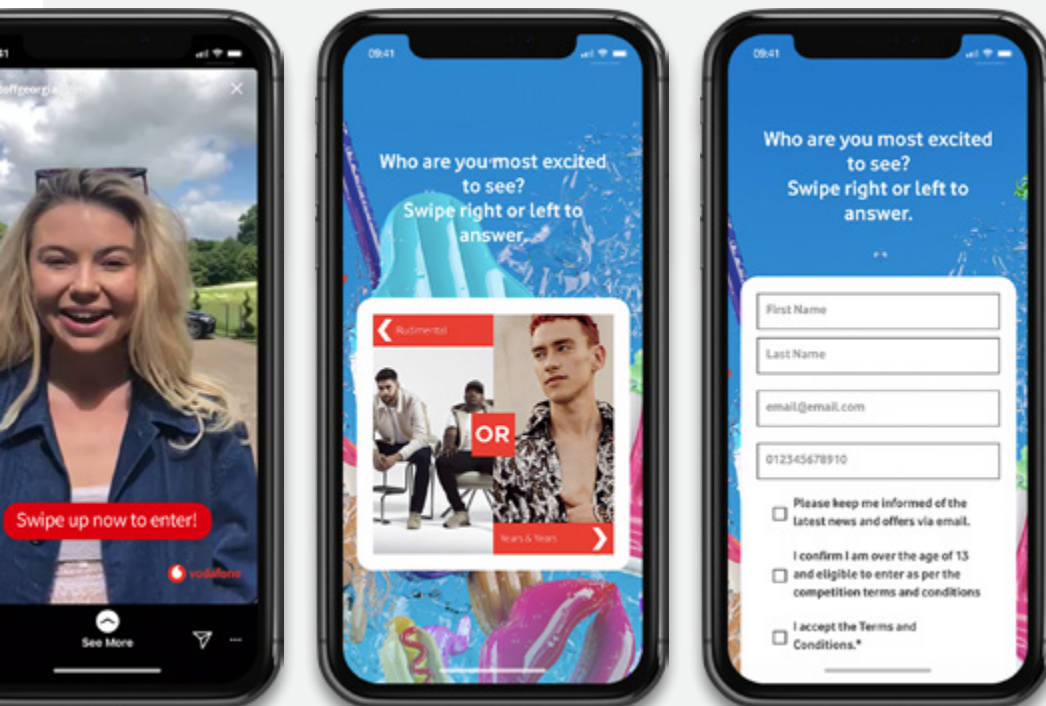
38%

conversion rate

96%

positive brand sentiment

Discovery
Sweepstakes

Discovery wanted to load its marketing database with first-party data and marketing opt-ins... and lots of them. With a little helping hand from Cheetah Digital, Discovery devised the HGTV Dream Home competition, giving its viewers the incredible value exchange of the opportunity to win a fully furnished waterfront paradise in Merritt Island, Florida.

On a dedicated microsite, participants were asked to submit a small amount of PII data in return for entry into the sweepstakes.

483M

first-party data records collected in 2018

72M

and counting entries to HGTV Dream Home Giveaway in 2019

Shell Malaysia

Instant Win

⌬

As part of Shell Malaysia's wider national campaign, the team wanted to include an instant win mechanic to engage customers and collect first-party data.

Shell published a 'scratch and win' campaign, where customers could win prizes after making qualifying purchases across any of 642 listed Shell stations.

Upon making a minimum spend on fuel, customers were then presented with a QR code to enter the campaign from their mobile devices.


642
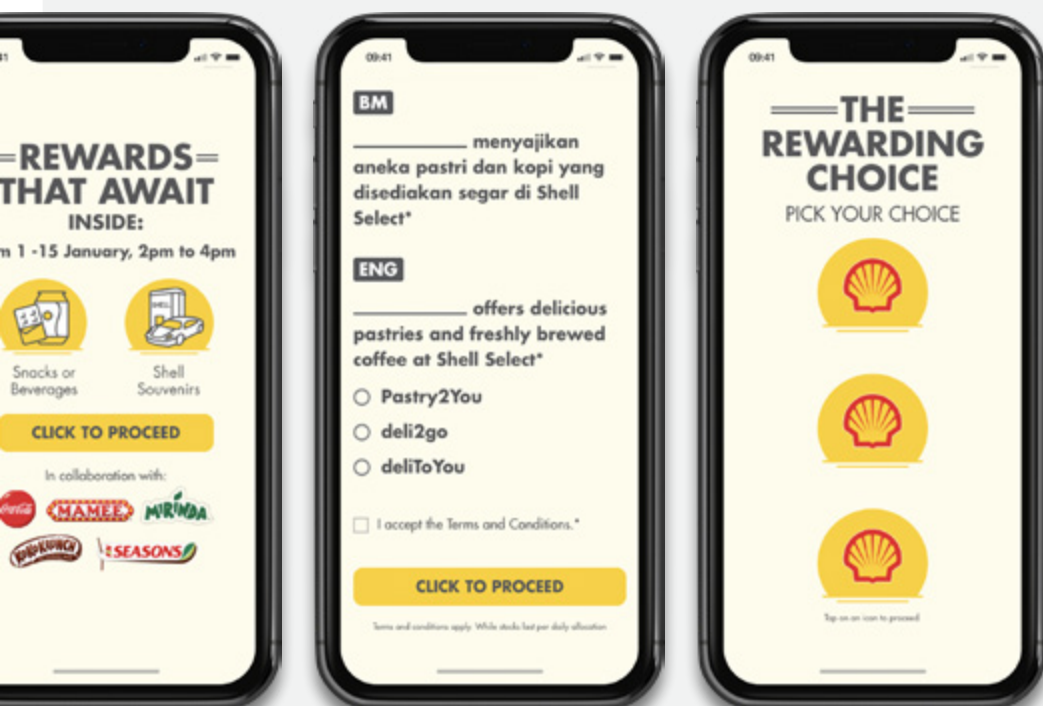
listed shell stations

BestDay.com
Omni-Channel Coupon Campaign

BestDay

BestDay.com integrated the power of in-store marketing within its digital coupon sweepstakes on purchases of MARS confectionary from BestDay stores.

After making a qualifying purchase, customers could head to the campaign page hosted on BestDay.com's website, and click on the call-to-action button 'Get Coupon.'

To complete the form, they were required to submit their name and email address, together with the receipt ID. In return, participants received a confirmation email with a coupon to redeem a $500MXN voucher for their next booking with **BestDay.com**.
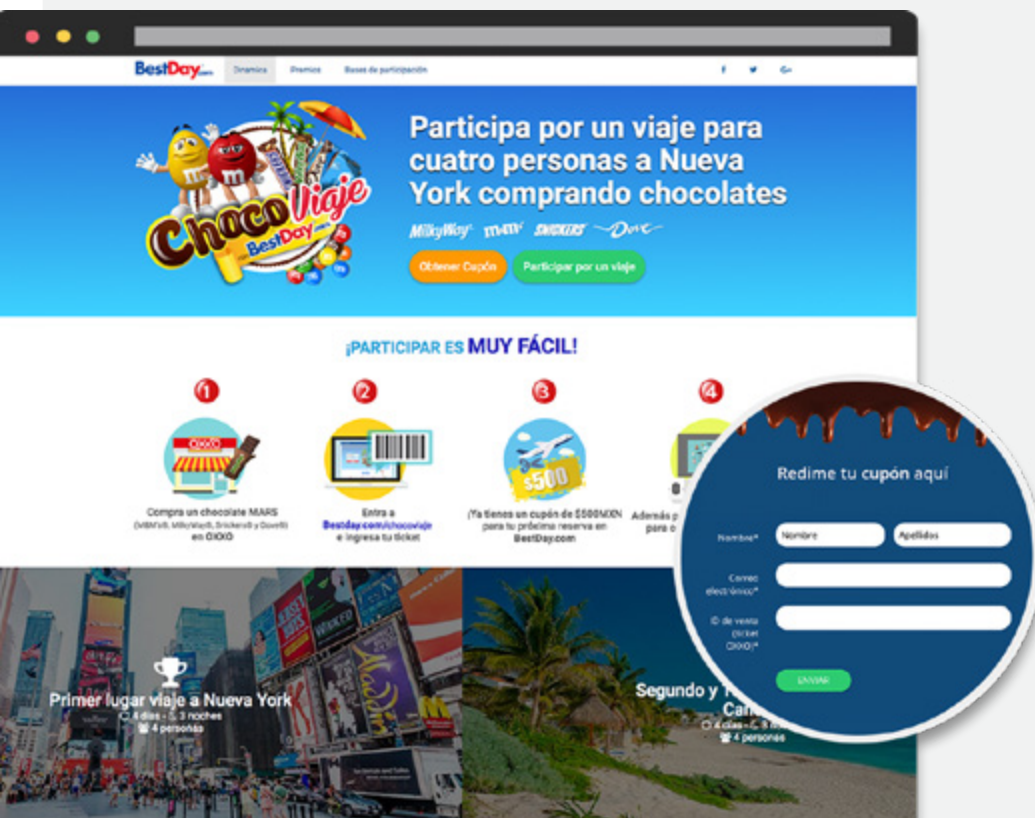
20K

campaign views

English Premier League Soccer Club

Newsletter Quiz

A value shared by elite sports clubs is that connecting with core fans is invaluable to driving growth. Capturing fans' motivations, intentions, interests, and preferences at scale lets you truly personalize each fans experience with the club.

An English Premier League soccer club and Champions League regular work with Cheetah Digital to collect fan insights through interactive experiences.

The zero-party data collected through a range of campaign experiences has activated fans and seen significant increases in revenue.

$93

average spend on club products from new contacts per year

165%

increase in contacts acquired through Cheetah Experience-powered campaigns

50%

of registrants were new to the database

Involve
Fans

A brand is now defined by how its community perceives and uses it, rather than expensively commissioned marketing stories. However, most marketers just aren't able to produce the volume and variety of content that will resonate with fans, nevermind measuring ROI. Fortunately, social channels are laden with user-generated content and brands just need to learn how to repurpose it.

The pros of proudly displaying your hard-earned UGC are clear: you maximize consumer trust, increase brand relevance and drive on-site engagement. UGC-powered websites are proven to see decreases in bounce rates, higher click-throughs, longer dwell time and boosts in website traffic. And all these metrics lead to increased sales and ultimately, greater efficiency and effectiveness.

To drive engagement that little bit further, using Cheetah Experiences, brands can apply a custom call-to-action to a product or contextual image that is shown in an Instagram photo and link directly to a corresponding page on their website or display an offer that links directly to a promotion.

84%

**of millennials say that user-generated
content has some influence on what they buy**

Camelbak
Photo Sweepstakes

Camelbak asked their customers to get creative and submit their best photos to social channels using the **#LivingColorful** hashtag to show their CamelBak bottle in action.

By seamlessly merging this curated earned content with branded product shots and shoppable links it saw significant increases in product sales.
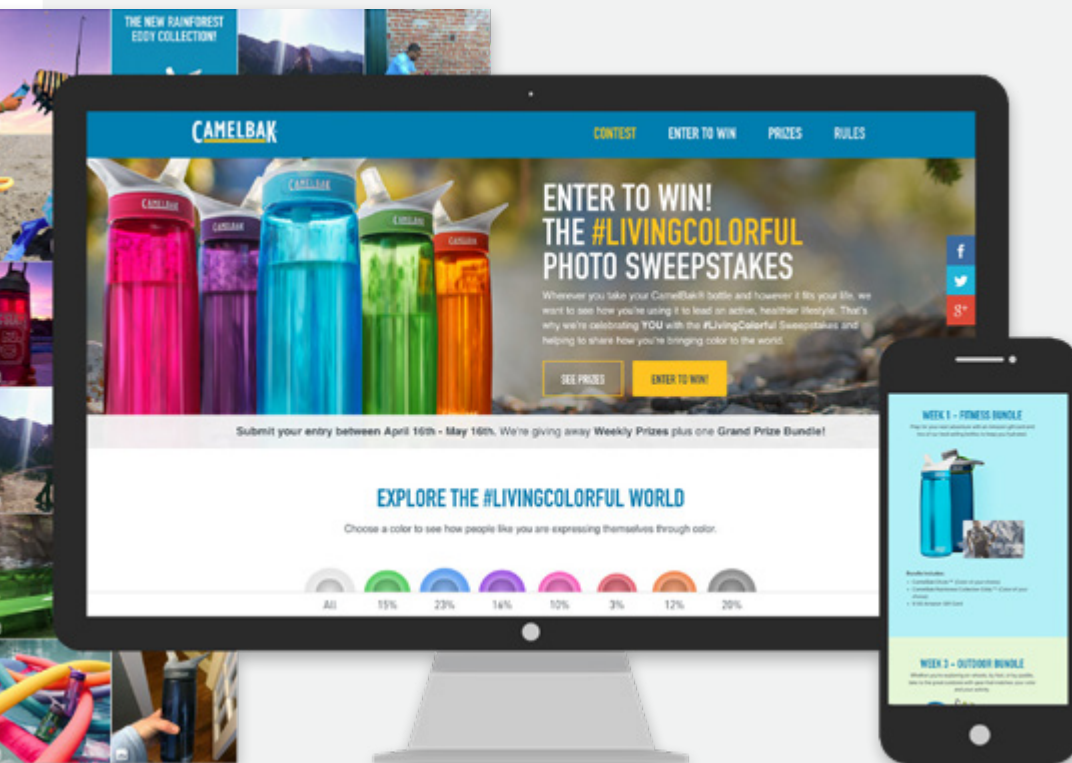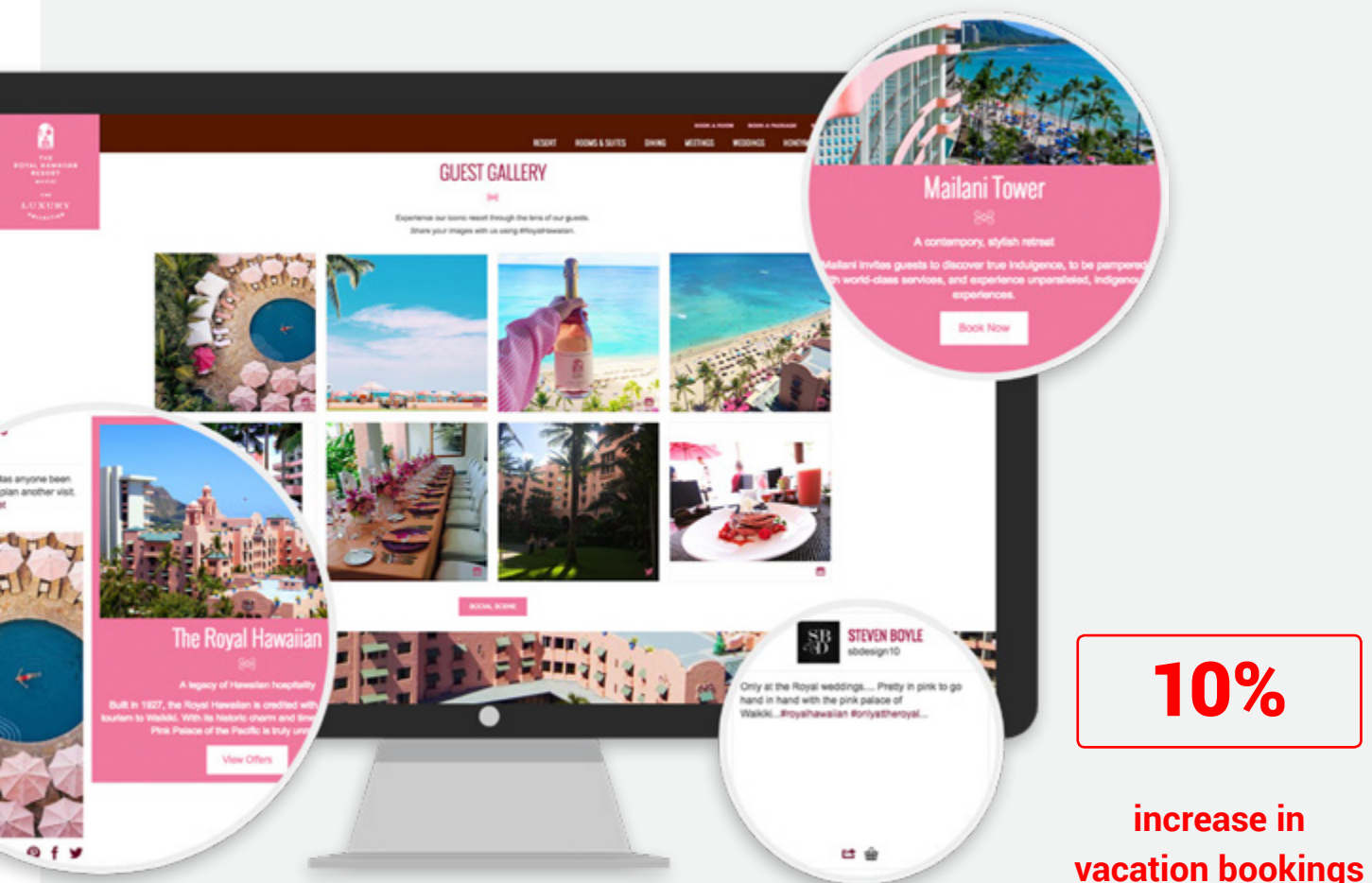
19.9%

increase in product sales

Starwood
Instagram Social Path

Starwood Hotels & Resorts used Cheetah Digital to create a social path from Instagram to its site by embedding custom call-to-actions directly into influencer content that yielded a significant increase in valuable bookings.

10%

increase in vacation bookings

Sky
Collect Rich Media

sky

Sky Sports joined forces with Royal London to launch a video contest, giving fans the unique opportunity to bowl against former England Captain, Nasser Hussain during the lunch break of an England one-day international cricket match.

Sky embedded a simple form, where participants could submit a small amount of PII data as well as directly upload their video file to complete their submission.

To repurpose the rich user-generated content from fans, Sky Sports also featured the top five bowling clips in a TV advertisement and online promotional video. The first-party data collected would later be used for future marketing efforts.
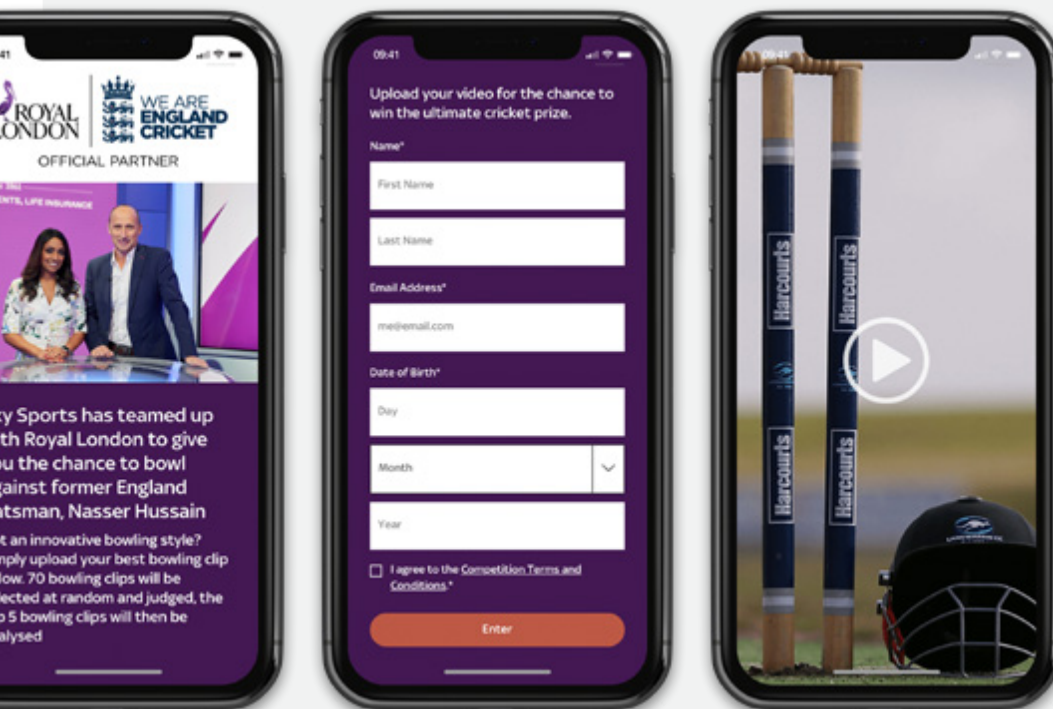
40K+

campaign
views

Red Bull
UGC & VOTING

For the Rampage People's Choice, Red Bull handed over the power to its fans to cast their vote for their favourite athlete. To engage viewers, Red Bull used Cheetah Digital's live streaming voting capabilities to ensure that fans felt part of the action.

The campaign comprised a live broadcast, voting below the stream and a social sidebar showcasing the best UGC from the athletes.
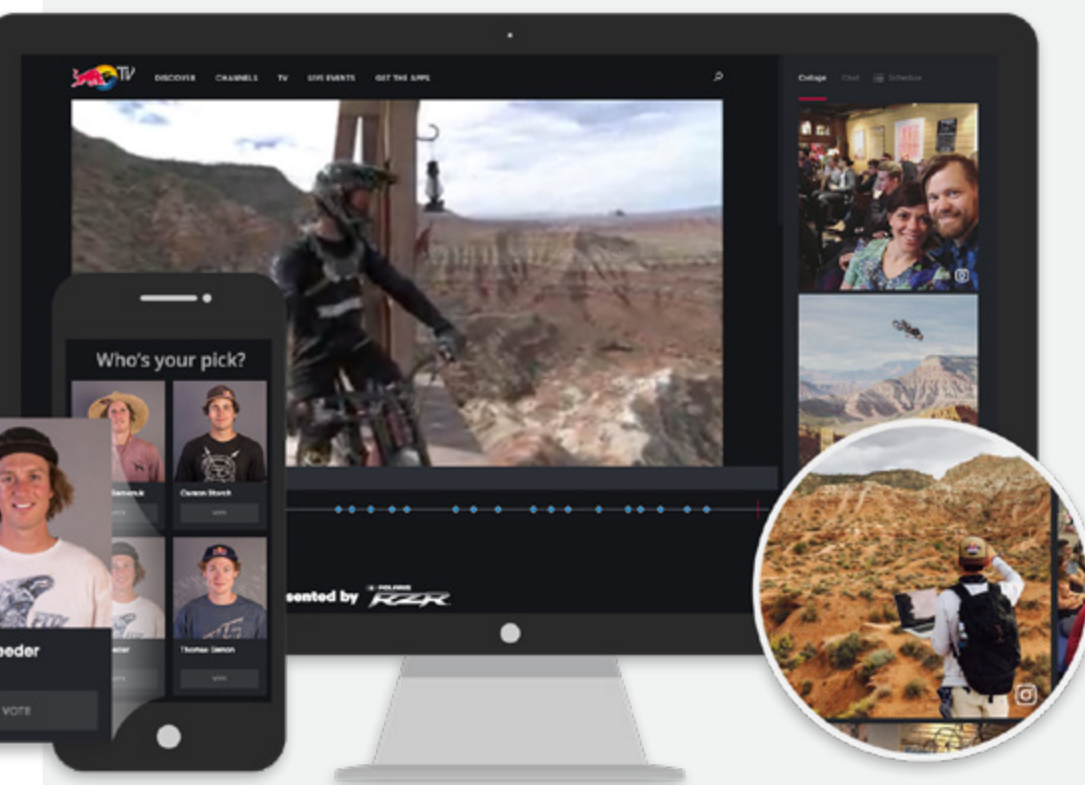

1M+

authenticated votes were captured during the single day event

UEFA
Direct Video Content Uploads

UEFA

UEFA launched a video contest to find Europe's best soccer freestylers. The winner who displayed the best flicks and tricks will win the incredible opportunity to perform their routine with Skillzy, the official UEFA EURO 2020 mascot, live on-stage, and broadcast to millions worldwide at the EURO 2020 competition draw.

After capturing their routine on camera, competitors could seamlessly upload their video using the direct video upload mechanic along with submitting a small amount of PII data. Each participant then received a Cheetah Digital-powered email notification to confirm their entry.

Upon moderation, all entries were published to a gallery for website visitors to browse and enjoy.
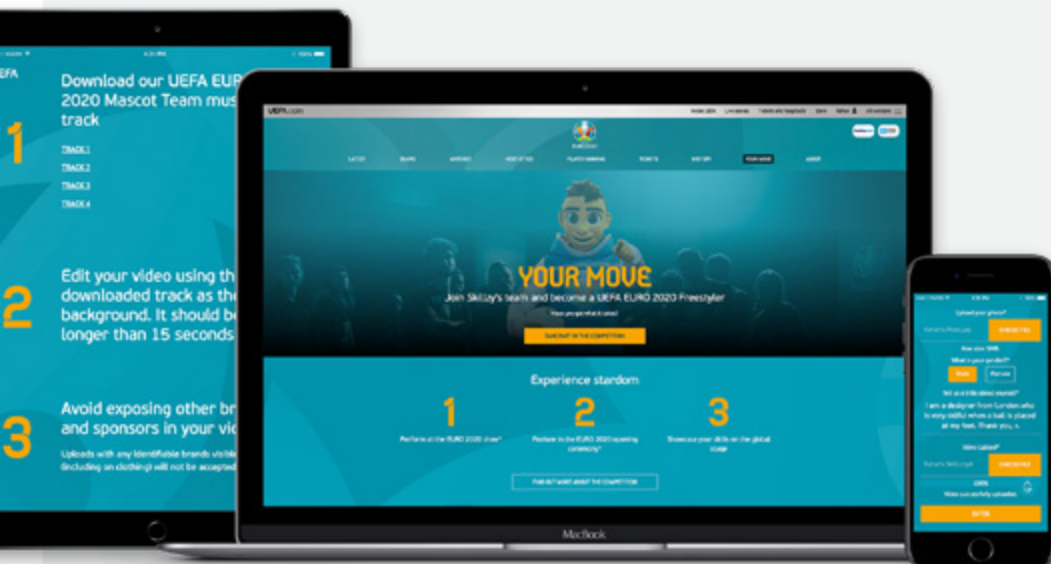
92%

of users watching video on mobile will share it with others

NHL
Social Voting Contest

NHL launched a social voting contest to engage passionate fans and celebrate the best hockey posts of the season on social media. The poll consisted of 20 unique categories, where fans could choose their favorite with the results shown in poll results in real-time.

To submit their vote, fans were directed to an optional form to complete should they wish to receive the latest marketing communications and exclusive offers from NHL.

16K

email opt-ins within first week of launch

850K

authenticated votes captured within the first week of launch

Triggered Emails

Digital consumers on average receive over 90 non-spam emails a day, so there's lots of content fighting for limited attention. Throw in the science behind subject line length, time of day and emails rendering differently on various devices and merely getting an open can be a win itself.

It goes without saying that segmented and personalized email campaigns generate a much higher uplift compared to the results of blanket, spray-and-pray email campaigns.

Brands that personalize marketing emails see on average, 27% higher click-through rates. Zero-party data empowers you to send your audience exactly what they want to see - because they told you so themselves. You go beyond just purchase history or behavioral data to segment your emails.

350+

consumers exposed to over 350 marketing messages per day

Air New Zealand
Mobile Quiz

AIR NEW ZEALAND

Air New Zealand's 'You Say Yay' interactive mobile quiz serves to organically promote its flight destinations by asking consumers about their favorite pastimes and offering personalized vacation suggestions in return.

So if a user answered surfing, sunshine and cocktails they might be served deals to Los Angeles, alternatively, if they submitted craft beer, baseball and pizza they may get Chicago.

Additionally, the mobile quiz enables the airline to better understand customers' preferences and collect valuable zero-party data.

38:1

ROI

100K

zero-party data
records captured

$5.7M

sales tracked
to campaign

Vodafone
Content Hub

Coinciding with Amelia's Chicken Shop Date episodes, VOXI used Cheetah Digital to build a microsite that hosts relevant information surrounding registration, FAQ's and video artist reveals.

After registering, participants automatically received an email notification powered by the Cheetah Experiences Platform, confirming their place on the list for the Hot Sauce Tour. Each email contained a uniquely generated code for attendees to use on the day of the event, along with plenty of information surrounding the event and instructions for the day.

5.5K

campaign entries

Air New Zealand
Interactive Microsite

AIR NEW ZEALAND

To promote a new direct flight route from Auckland to Chicago, Air New Zealand used Cheetah Digital to launch an engaging experience for vacationists to get involved with through its website, and social channels.

Harnessing an age-old Chicagoan tradition, vacationists could 'dibs' their own seat to Chicago, choosing a figurine that represented various cultural interest points around Chicago.

25:1

ROI

$1M

ticket sales

176K

zero-party data
records captured

Personalized Content

All interactions and insights you receive from your campaigns tell you a great deal about the preferences of consumers. And all of this data can help you segment your prospects and target them with personalized campaigns and content in the future. The more personalized your campaigns, the better the results.

Delivering these messages, accurately and in real-time based on the data they have given you is the difference between earning a loyal customer or turning a prospect off your brand entirely.

52%

of consumers would switch brands if a company doesn't make an effort to personalize their communications to them

Kiwibank
Profiling Quiz

Kiwibank launched a 'Meet Your Money Self' interactive quiz that profiled consumers spending habits in return for highly-personalized financial advice.

Wannabe savers learned whether they were 'sociable sharers' or 'power spenders' and received a detailed report in return for their PII data and insights.

145K

**entries over 3% of the entire population of New Zealand**

Etihad
Product Picker

Etihad have a plethora of different credit cards they offer that map to all different consumer profiles. They worked with Cheetah Digital to devise an experience that allowed them to personalize what was offered based on the individuals' interaction, giving them the best credit card options based on their personal circumstances.

Upon answering some questions regarding income, spending habits, travelling and benefits, users were recommended the perfect credit card that matched their needs.
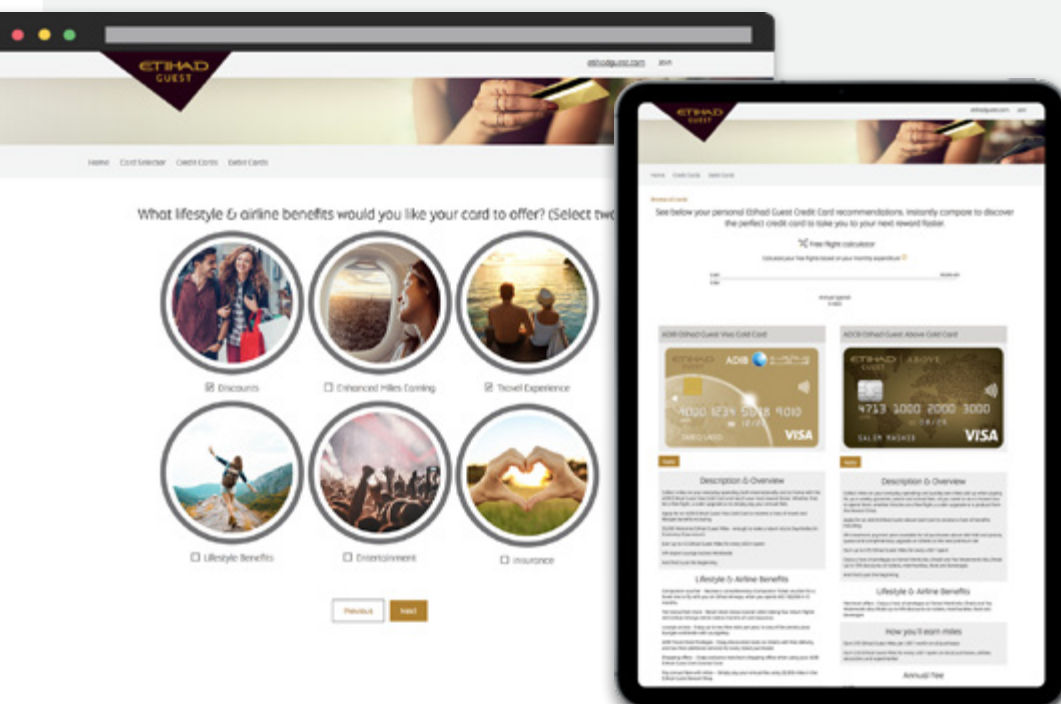

6K

entries

31%

conversion rate

Marriott Bonvoy
Vacation Recommendation Quiz

Marriott Hawaii launched an interactive personality quiz that collected consumer's travel preferences in return for personalized vacation recommendations in Hawaii.

Whether vacationists preferred to relax sipping cocktails by the pool, fill their day with outdoor activities or sample the local culture, Marriott had a bespoke recommendation for each consumer based on their choices. To drive bookings, users were also provided with a call-to-action directing them to book.
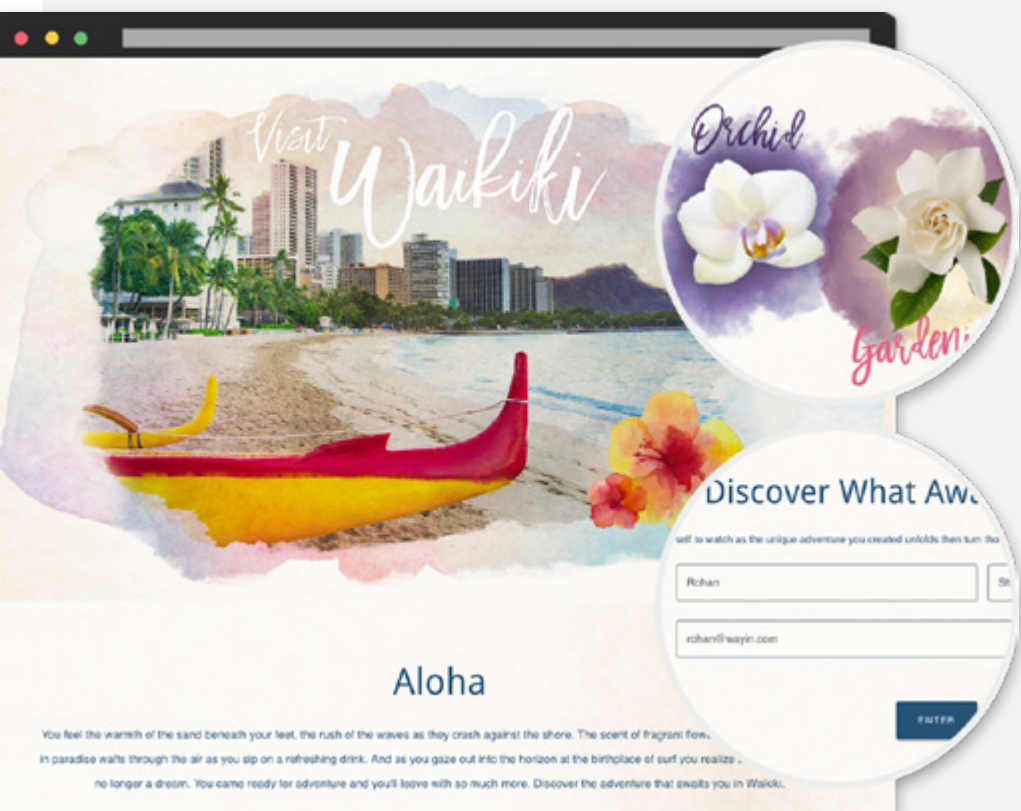
50%

over 50% of users that entered opted-in to receive personalized recommendations

World Leading CPG Brand

Product Recommendation Quiz

From detergent to dairy products, soft drinks to snacks, CPG brands manufacture the products that touch consumers lives every day.

However subscription disruptors, who can easily build deep relationships and collect granular data on their customers have presented many challenges for CPG brands in an already ultra competitive space.

World leading CPG brands are leveraging Cheetah Digital to deliver interactive experiences that ask preference-based questions, then using the insights gathered to fuel future product development and improve personalization.

61%

average conversion rate for data centric CPG campaigns

Fine-Grained Segmentation

If your customers have taken the trouble to learn about your brand, as well as tell you things about themselves, then it's imperative you use this information to deliver highly personalized and contextual experiences.

The preferences, insights, motivations and desires you learn about your customers should be used to create segmented groups with the granularity required to target you them with tailored experiences, content and offers.

Modern consumers don't fall into huge cohorts or homogenous groups - your customers all have individual needs, preferences, resources and behaviors, and therefore need to be grouped into market segments by variables they have in common.

75%

recipients are 75% more likely to click content from segmented campaigns than non-segmented campaigns

Bauer Media
Improving Segmentation

Bauer Media enabled marketing emails to be triggered upon campaign entry in real-time. This data was used to improve segmentation within its CRM, DMP and enabled Bauer Media to understand which campaign types worked best for its audience.

All data captured within the Cheetah Experiences Platform was then fed into Bauer's Single Customer View, where Bauer provided dashboards overlaying Cheetah data with web analytics, DMP, commercial revenue, registration and third-party data from multiple sources, helping to also grow its audience and business.

5M

zero-party data records and marketing opt-ins collected with Cheetah Experiences

4000

**Cheetah Experiences launched in 2 years**

Reckitt Benckiser
Product Trails

Product trials aren't just your gateway into your customers' psyche, you can also build trust by offering them a no-strings demo. These ways of testing out your product can be the catalyst for future conversations and ultimately conversions.

Finish offered free detergent tablets to Brazilian consumers where dishwasher usage is lower than in most other markets. Through an interactive campaign hub they were able to capture valuable customer habits, understand pain points and stimulate dishwasher usage.
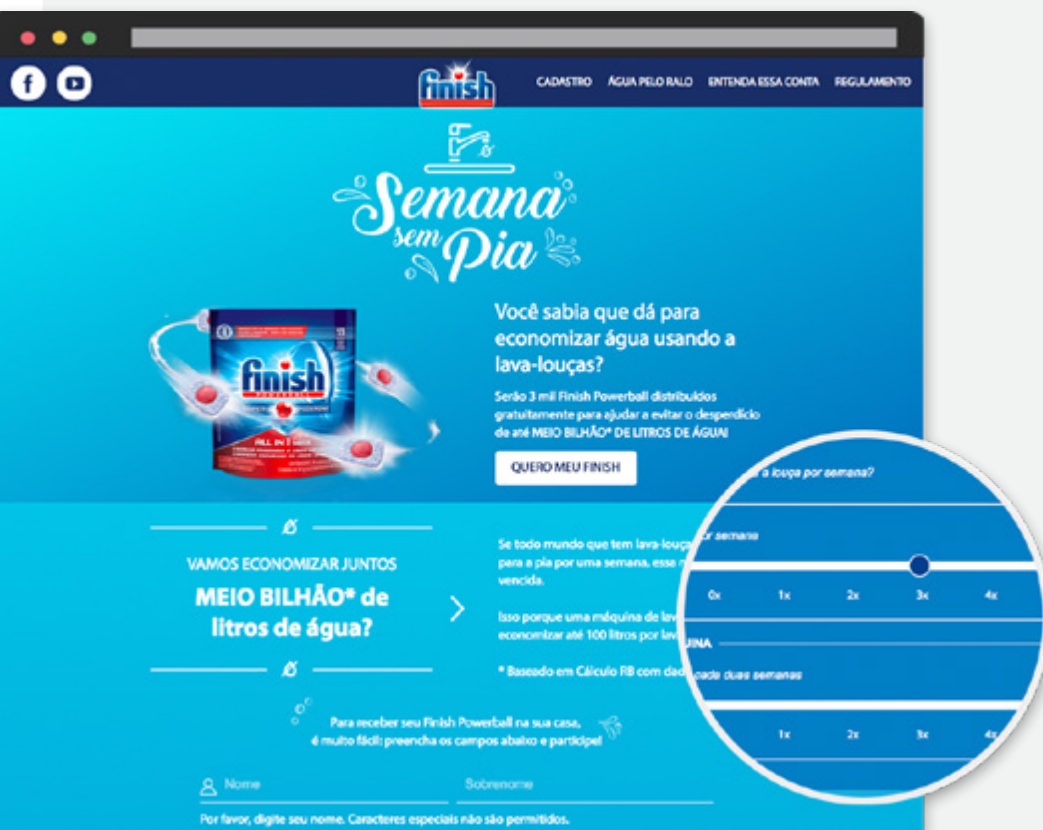
75%

subscription businesses see 75% sales conversions rates when offering a free trial

Nectar
Loyalty & Holiday Plans

To take the guesswork out of understanding the travel intentions of vacationists, Nectar published a short survey consisting of six vacation-related questions.

From learning which month vacationists intend to go away, to what modes of transport they plan on taking to get there, the survey aims to personalize Nectar's marketing communications for travel services, offers and vacation recommendations.
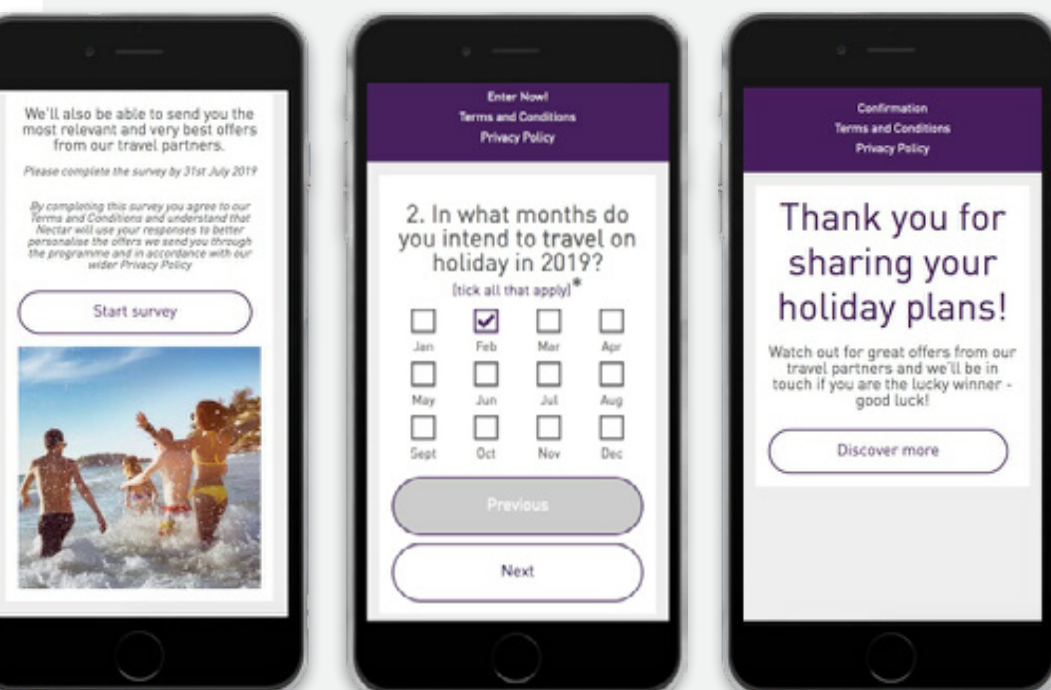
77%

conversion rate

Progressive Profiling

The beauty of progressively profiling your customers, is it never stops. Their interests, preferences, motivations and desires change and evolve over time, and with it, as does your messaging, recommendations and offer tailoring.

Through interactive experiences, audience building and profiling helps you keep your data accurate, relevant, and up-to-date, because it's coming directly from your audience. Constantly enriching and replacing data points with both quality and quantity.

2020

**by 2020, customer experience
will overtake price and product
as key brand differentiator**

Reckitt Benckiser
Product Picker

Reckitt Benckiser created a microsite, housing a customized questionnaire to help profile its target demographic as well as inform its decision-making around future candle and scent product development.

Specifically targeted consumers were asked to fill in a quick questionnaire on product design, and purchase motivations as well as sharing some basic PII data.

This efficient and effective online research approach replaced traditionally costly and lengthy research techniques, fuelled product development and loaded the CRM with high-quality zero-party data.
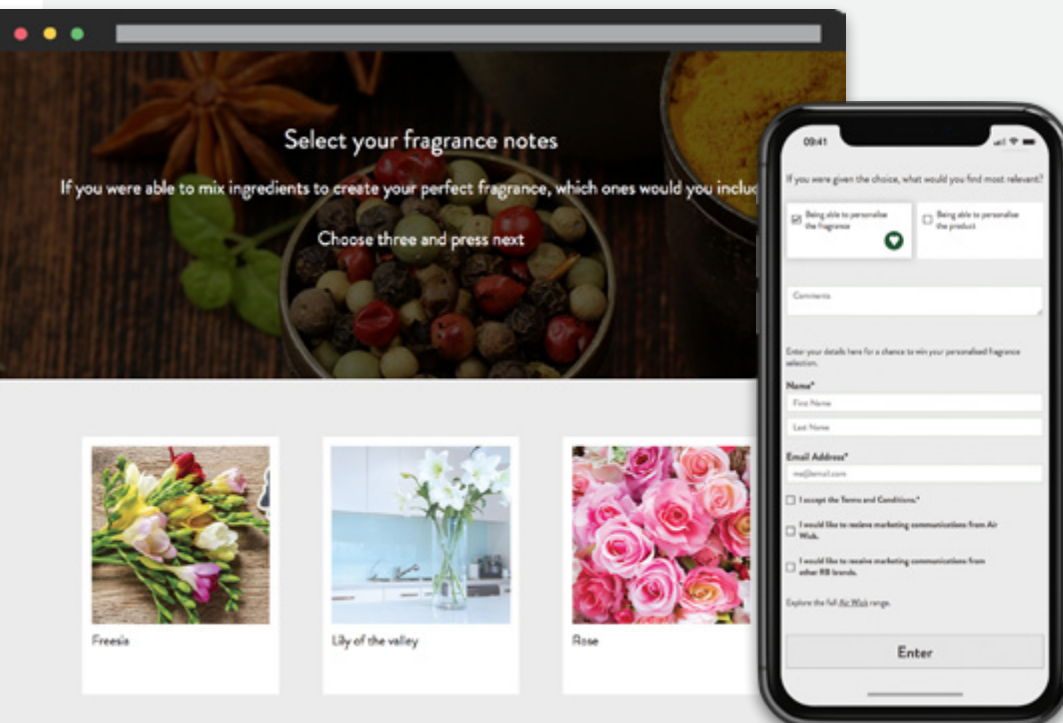
15K

**unique zero-party data records and preference insights collected**

Vodafone
In-App Quiz

As its first in-app activation, Vodafone deployed a daily rotating quiz with an instant win mechanic which entered users into a prize draw.

To ensure the campaign reached a significant portion of their target audience, Vodafone supplemented the quiz with a cross-channel promotional strategy that targeted both current app users and new customers.
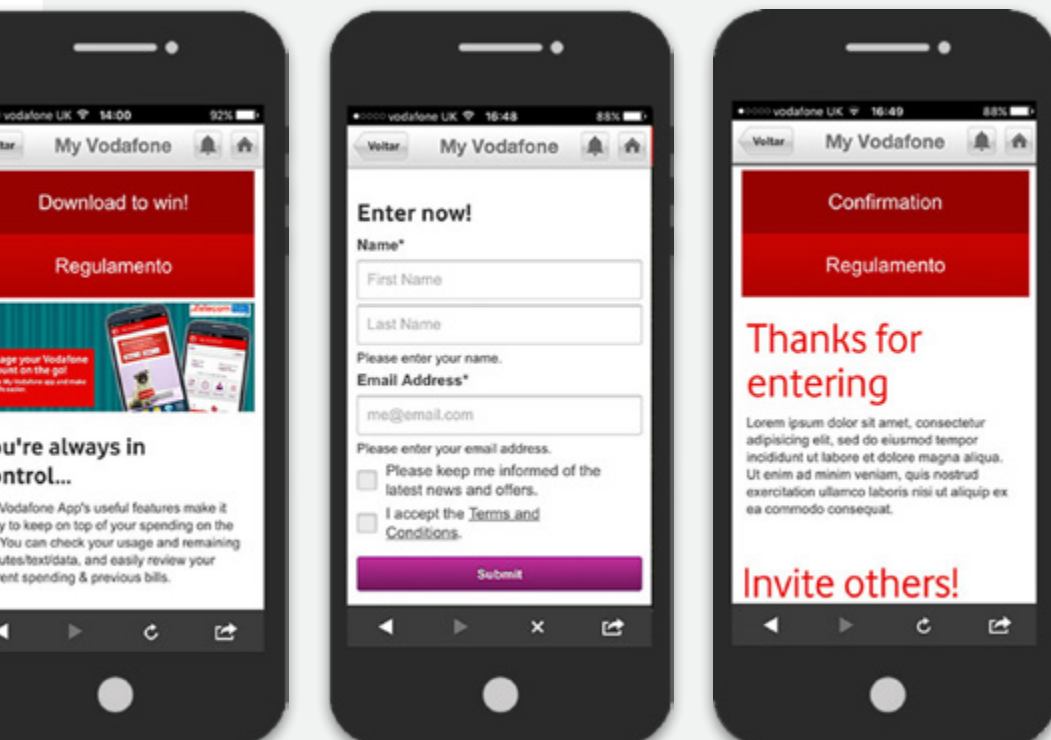
1.2M

**entries from
in-app campaign**

350K

new app downloads

Pets At Home
Conversational Forms

To help understand consumer insights and product preferences, Pets at Home published an interactive, research-focused campaign experience specifically targeted at its VIP members as part of its 'My VIP Awards'.

With various categories and product choices, participants could make their way through a set of automated, engaging questions in a conversational form.
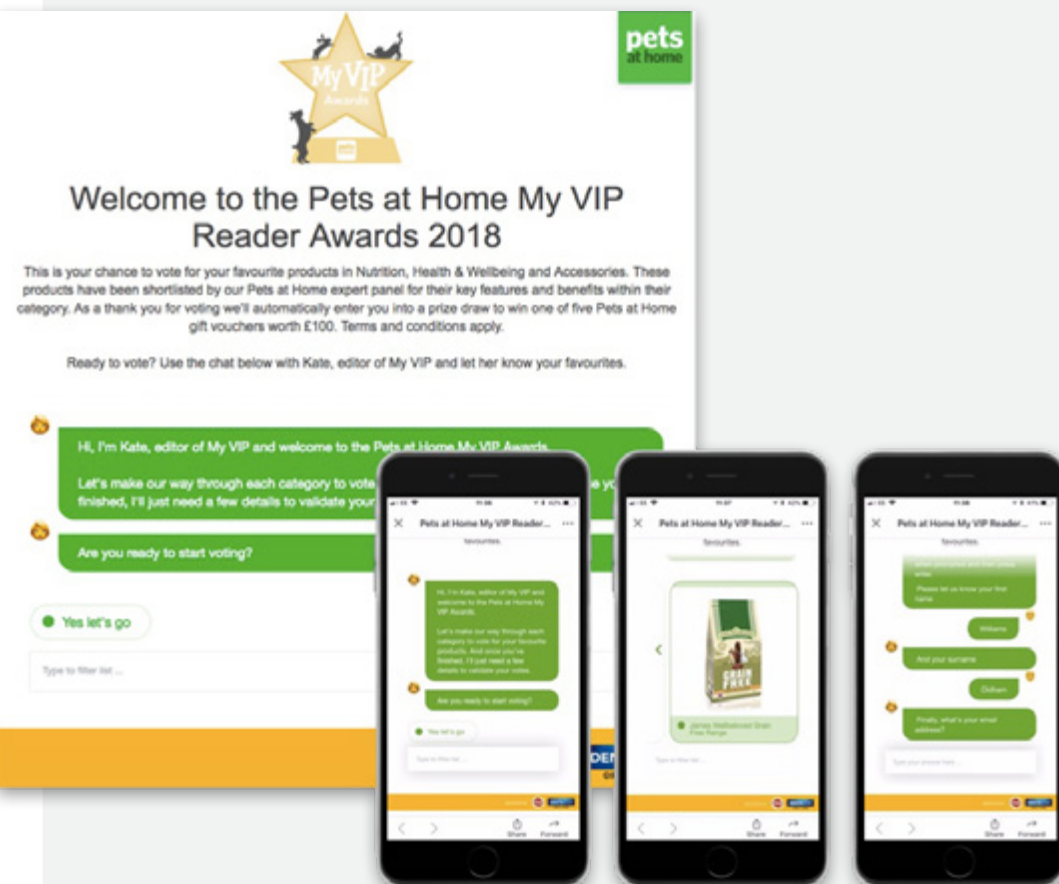
140K

campaign entries

One-To-One Marketing

Instead of spamming consumers with ads for products they have already purchased or irrelevant content, the audience segmentation you can achieve through zero-party data allows you to tailor ad messages to users in different stages of the purchase funnel and build meaningful, lasting relationships.

Empowering you to stop using guesswork by arming you with the data you need to make the right connections with your customers.

55%

of companies said they're planning to increase personalization budgets for 2020

Bowtech
Geo-Tagging Audiences

Through using Cheetah Experiences plethora of multi-channel campaign experiences to drive zero-party data, Bowtech has managed to scrap the budgets it traditionally put towards market research by going direct to market themselves with speed, efficiency and personalization.

As a result, it has a far better understanding of the interests, motivations and desires of its customers, which informs the marketing content it creates, the products it manufactures and the marketing offers it delivers.

$1.2M

reduction in annual marketing spend

500K

zero-party data records collected

150

**data points collected per customer**

Discovery
One-To-One At Scale

Using Cheetah Experiences plethora of multi-channel campaign experiences to drive zero-party data, Discovery Communications have taken things to the next level. Over the last three years they have run 1449 experiences, gaining 2.45B views and over 1.87B first and zero-party data records.

With real-time integration into their customer data store and progressive profiling across campaigns, Discovery are able to deliver one-to-one marketing at scale across a huge number of profile attributes, helping them monetize their audience.
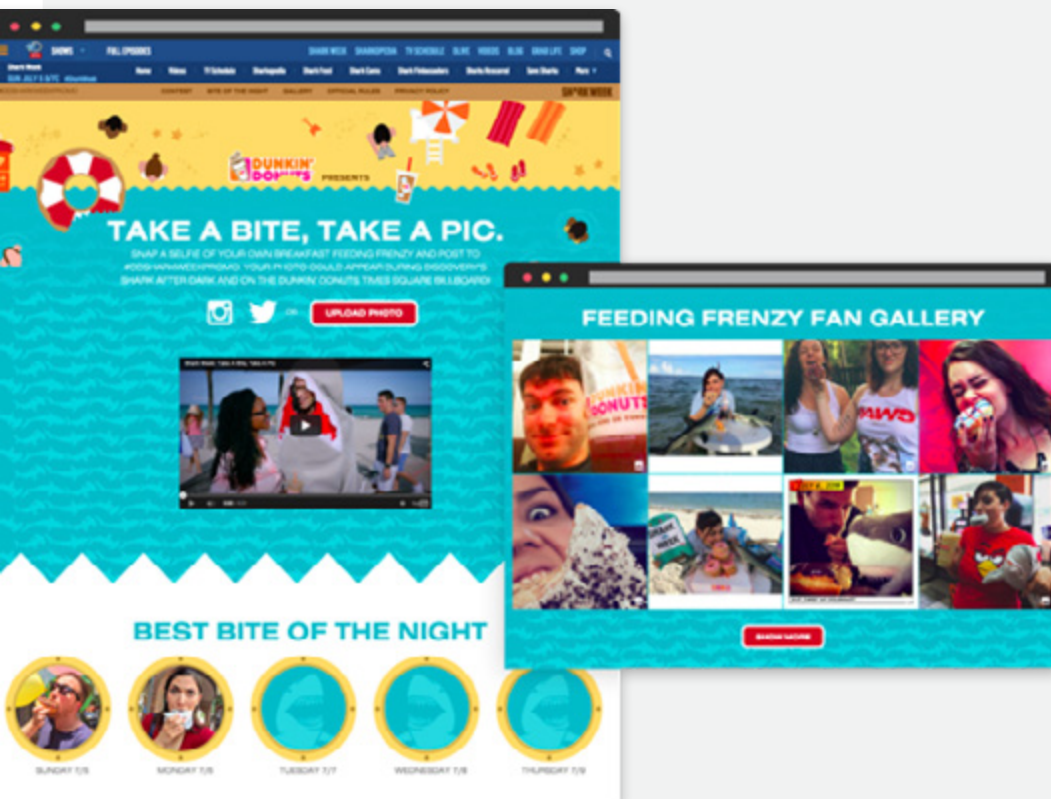
1.8BN

entries into Cheetah-powered campaigns from Discovery
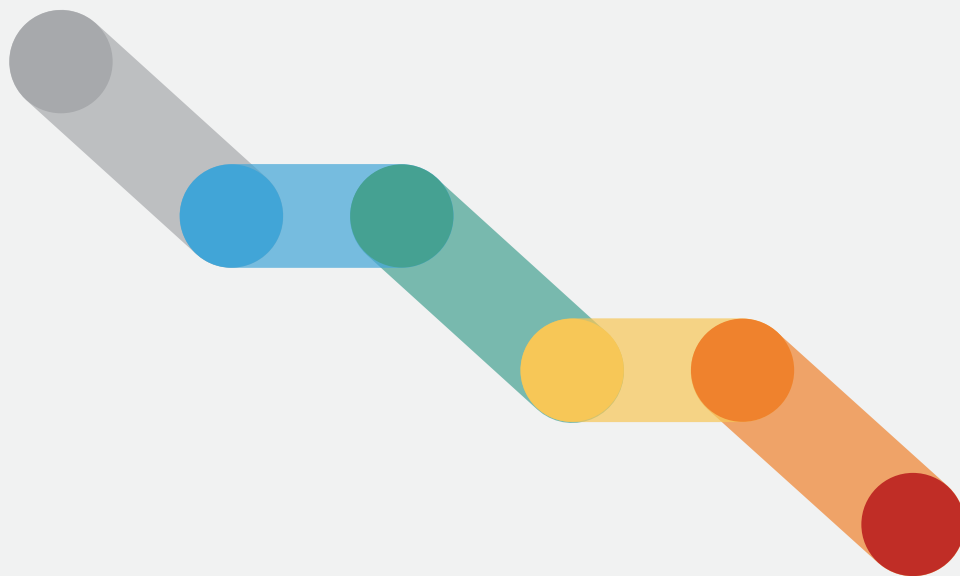
1449

Cheetah Experiences launched
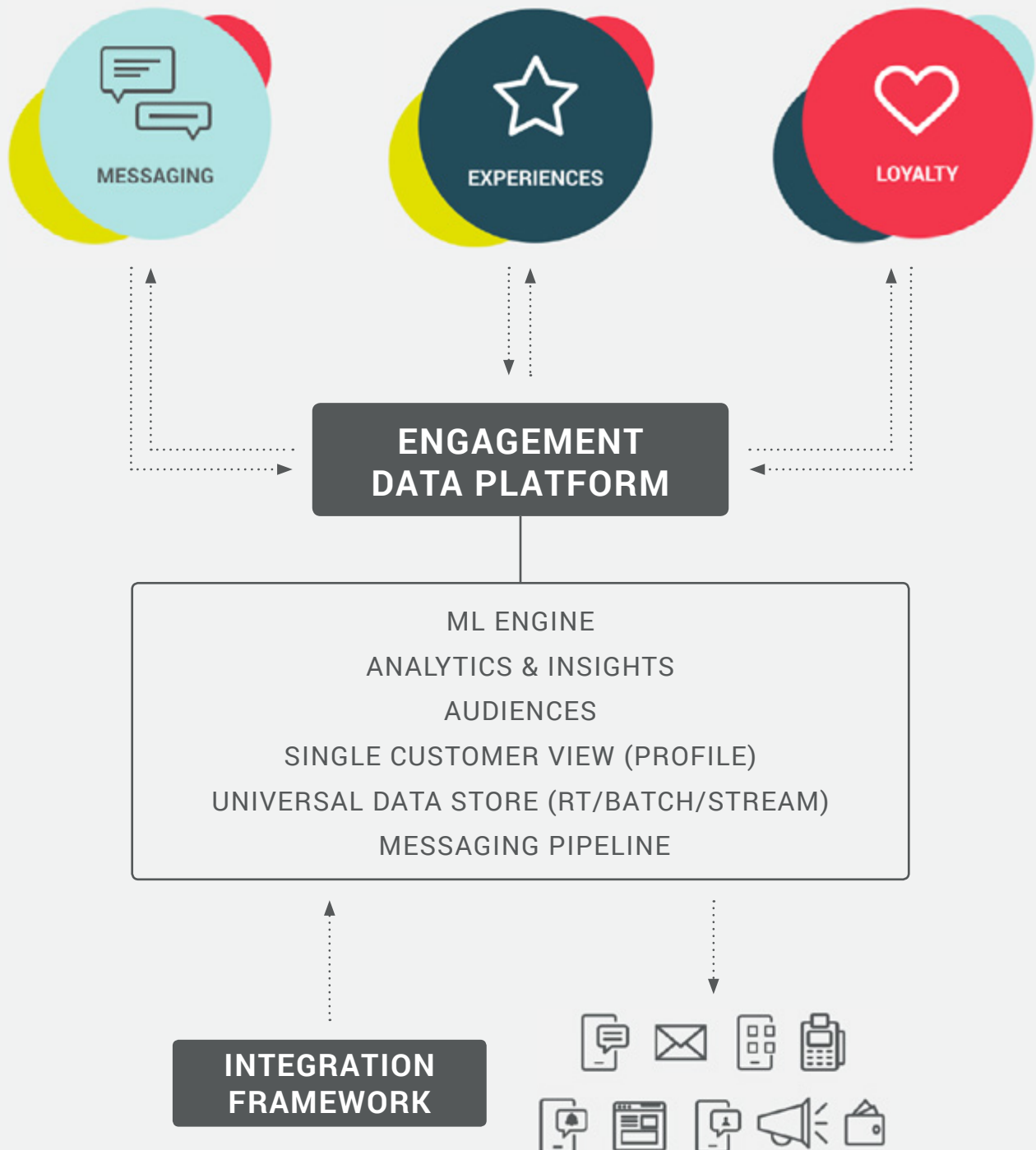
Putting Zero-Party Data To Work

All the permissions, preference insights and purchase motivations collected from Cheetah Experiences are pushed into the Engagement Data Platform. This customer data is integrated in real time and housed in a single view with unparalleled analytics, insights, actions and intelligence.

From here marketers can deliver relevant, targeted content on and offline via mobile, web, email, push, in-app, social, mobile wallet and point-of-sale. If it's digital, it's covered.

These applications provide marketers the ability to drive consistent brand experiences and immersive cross-channel interactions to their customer and non prospects.

Engagement Data Platform

MESSAGING EXPERIENCES LOYALTY

ENGAGEMENT DATA PLATFORM

ML ENGINE

ANALYTICS & INSIGHTS

AUDIENCES

SINGLE CUSTOMER VIEW (PROFILE)

UNIVERSAL DATA STORE (RT/BATCH/STREAM)

MESSAGING PIPELINE

INTEGRATION FRAMEWORK

Cheetah Messaging

Cheetah Messaging allows marketers to empower their first- and zero-party data to create highly personalized, contextual communications across various customer engagement channels.

Capabilities:

- Cross-channel orchestration, governance, & campaign management

- Common marketer-friendly campaign creation user experience across channels

- Reusable data-driven assets across channels

- Simple A/B to multi-variate testing

- Customer business intelligence Reporting & Insights Dashboards

- Enterprise Scale Sending of Messaging - Bulk, Triggered, Operational, Distributed

Cheetah Loyalty
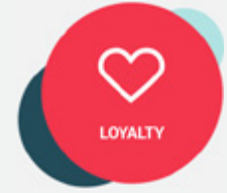
Establishing emotional loyalty with customers is the height of marketing success.

With Cheetah Loyalty, you'll have the technology and real-time data you need to drive these deep, meaningful connections. As a part of the Customer Engagement Suite and powered by the Cheetah Engagement Data Platform, this best-in-class loyalty solution can help you build dynamic, personalized, and cross-channel experiences that not only keep your customers coming back, but transform these relationships over time to create lasting brand advocacy.

Capabilities:

- Recognized loyalty leader by Forrester

- Built on a modern architecture - read and react to customer signals in real time

- Evolve beyond programmatic Loyalty

- Personalized offers, content and experience based on behavior

- Online and offline orchestration

- Marketer friendly and easy to customize loyalty tools

Cheetah Digital Customer Engagement Suite

Marketers can securely collect zero- and first-party data for targeted acquisition strategies.

Data layer and personalization engine that allows you to drive data from insights to action.
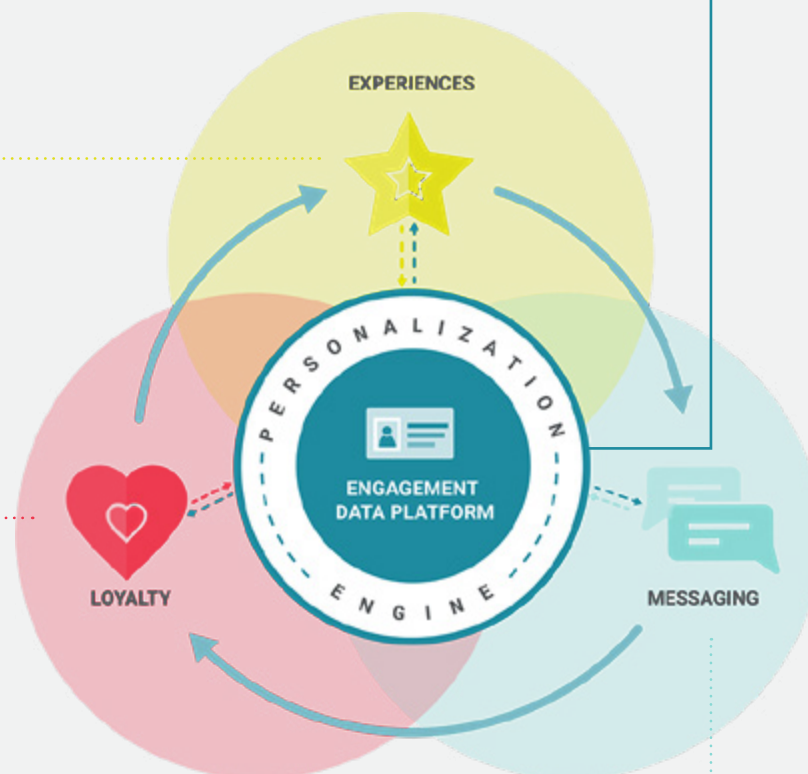
Provides marketers with best in class tools to design, create, and execute, data- driven loyalty promotions.

Design highly personalized, contextual communications across various customer engagement channels.

Cheetah Experiences Integrates With Leading DXPs

The traditional web content management industry is being disrupted by the rapid evolution of Digital Experience Platforms (DXPs) which help marketers build impactful, personalized experiences that go beyond web, to support true omni-channel engagement.

Cheetah Experiences complements the world's leading DXP providers to empower marketers to rapidly create short-lived interactive experiences that collect zero-party data and ask, rather than infer.

As a result, Cheetah Experiences is a Business Tier partner with leading DXPs like Sitecore and Adobe to facilitate honest, and mutually-beneficial relationships between brands and consumers.

> **The Adobe Exchange Partner Program exists in part to help businesses in every industry fill the gaps on that journey, and it's definitely enriched by products like Cheetah Experiences.**

Cody Crnkovich
Head of Platform Partners
& Strategy, Adobe

Compliance

A year on from the enforcement of tighter rules around data collection, rather than ringing the death knell for personalization marketing, it has improved it. Marketers, on the whole have taken it as the jolt to improve transparency and deliver an altogether better experience for the consumer.

But we're not out of the woods yet. Behemoths like Facebook and Google are fighting huge fines for the way in which they collect and process data, so it's essential you have your house in order. When it comes to privacy legislation, whether that be the GDPR in Europe, CCPA in the US or PIPA in Asia there are no shortcuts.

The fundamental cornerstone of privacy legislation is to better protect individuals' personal information, and therefore, the access to this information is regulated too.

Cheetah Digital has an in-house data protection specialist to ensure that we meet the requirements for GDPR and other privacy legislation, both in terms of personal data we process as part of our business, as well as in our role as a data processor on behalf of our customers.

We have been processing data on behalf of European customers for 20 years, and with a European heritage, have had Data Protection and Information Security at the heart of our platforms and internal processes from day one. We've been audited, reviewed and approved by some of the world's most recognizable brands and companies, specifically in terms of data protection and information security.

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We don't sell personal data on to anyone. We think that should be the standard and are happy to set it.

Iain Short
Global Privacy Officer
Cheetah Digital

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About Cheetah Experiences

Cheetah Experiences, has partnered with the world's top brands, media owners and agencies to create authentic, interactive campaign experiences that engage and activate consumers across all digital channels.

Zero-Party Data Collection

The Cheetah Experiences Zero-Party Data Platform combines the power of creativity with the efficiency of zero-party data collection. Capturing consumer motivations, insights, preferences and intentions at speed and scale.

Turn Great Ideas Into Flawless Results

Tap into the team that has led more than 85k successful campaign activations for clients across 80 countries. Our Studio team works side-by-side with customers to maximize the impact of our technology platform and drive the best results.

Cheetah Experiences has helped brands collect more than 2 billion zero-party data records from interactive experiences that have received over 3.3 billion campaign views. Giving Cheetah Experiences an average conversion rate of 61% for campaigns that give marketers the tools to collect zero-party data at scale.
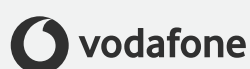
Ready To Get Started?

Request Demo

Visit Cheetah Experiences