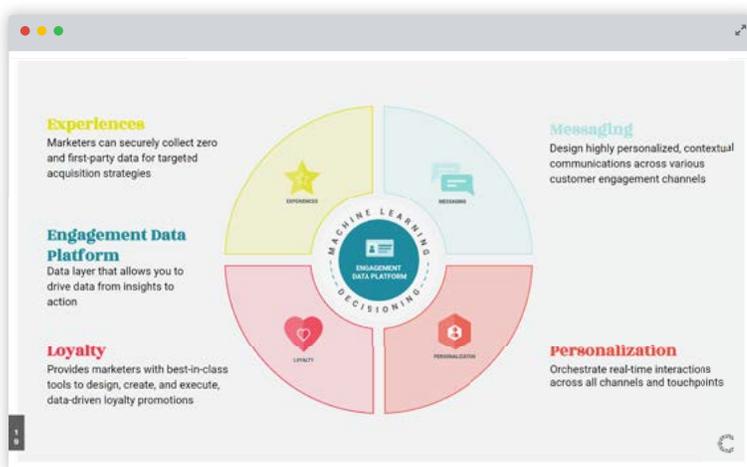# Customer Engagement Suite

Make Every Customer Interaction A Moment of Value

Consumer expectations are changing in today's digital age. And this is requiring marketers to execute in new and different ways. Value exchange marketing is how brands can facilitate engagement with their customers across the entire lifecycle by ensuring brands provide value to customers via acquisition experiences, customer engagement across channels, and emotional loyalty.

The Cheetah Customer Engagement Suite enables marketers to drive revenue, build lasting customer relationships, and deliver a unique value exchange across the entire customer lifecycle. Enterprise brands can create personalized experiences, cross-channel messaging, and loyalty strategies, underpinned by our engagement data platform that can scale to meet the changing demands of today's consumer.

Cheetah Customer Engagement Suite

> ❝
> **Cheetah Digital provides us with the ability to generate a single customer view that we can continuously enhance and refine over time to inform our various cross-channel and cross-brand initiatives**

—Michael Stutts,
EVP, Chief Customer Officer, Bloomin Brands

Solutions

Cheetah Engagement Data Platform
As the foundational platform of the Customer Engagement Suite, the Cheetah Engagement Data Platform (EDP) collects and unifies batch and streaming data, continuously updates the customer profile, generates new insights and predictions, and informs downstream campaigns and programs to increase their relevance and value to consumers by delivering the next best action.

CHEETAH DIGITAL

cheetahdigital.com

Cheetah Experiences

Cheetah Experiences is the only solution in the market that enables brands to create interactive and engaging ways to acquire customer data and begin the ongoing value exchange. You can choose from a library of more than 85 experiences, enabling even non-technical marketers to create engaging, interactive experiences that collect opt-ins, PII data, preference insights, and purchase intentions at speed and scale.

Cheetah Messaging

Designed for high-volume, cross-channel campaigns, Cheetah Messaging is the engagement layer of the Cheetah Customer Engagement Suite. Marketers can deliver highly personalized, contextual communications across various customer engagement channels including email, SMS, push mobile wallet, direct mail, and social.

Cheetah Loyalty

Cheetah Loyalty delivers a comprehensive, end-to-end loyalty solution that includes technology and services. Our best-in-breed approach to loyalty goes beyond transactions, enabling frictionless and immersive interactions that can transform your customers' experiences, deliver loyalty programs customers crave, and result in increased visit frequency and spend.

Cheetah Personalization

Cheetah Personalization scales targeted and contextual experiences by blending together three game-changing capabilities: Real-Time Personalization, Journey Designer, and Intelligent Offers. Marketers can leverage the power of machine learning and automated journeys to connect with customers on a one-to-one basis.

Business Benefits

Drive revenue

Deliver more efficient and effective cross-channel campaigns to personalize customer experiences. We help clients turn massive amounts of audience insights into revenue. One client was able to attribute over $5 million dollars to a single cross-channel campaign.

Build lasting customer relationships

Increase customer loyalty by ensuring your ongoing relationship includes offers, discounts, and value-based incentives that match customers' relevant preferences. After launching their new loyalty program, our client, THUN, quickly achieved tangible business results with membership increasing 231% in the first five months.

Deliver a meaningful value exchange

Provide exactly what your customers need and build trust with them by delivering relevancy, timeliness, and personalization that drives customer lifetime value. The Cheetah Customer Engagement Suite can have a significant impact on results. In the first year of working with Cheetah, a client boosted visits by over four times, increasing incremental spending of $20 per customer — surpassing their original goal.