

## SOLUTION OVERVIEW

# Cheetah Personalization

Orchestrate real-time interactions across all channels and touchpoints

To drive more meaningful engagement, marketers need to move beyond traditional personalization solutions to deliver individualized and contextual in-moment experiences at scale. This modern personalization approach requires a holistic view of customers across channels and touchpoints with an ability to act on – timely, accurate, and increasingly granular, person-level data. While 72% of consumers will only engage with personalized marketing, 86% are deeply concerned about their data privacy. Marketers struggle with this complexity and as per Gartner 80% of marketers risk abandoning Personalization efforts by 2025 due to lack of ROI and the perils of customer data management. In fact, 27% of marketers believe that data is the key obstacle to personalization – revealing weaknesses in data collection, integration and protection. Personalization, at scale and if done right, enables brands to activate all the customer data available to deliver timely, relevant, and contextual experiences.

Cheetah Personalization allows marketers to orchestrate real-time interactions across all channels and touchpoints. Cheetah Personalization is a key solution of the Customer Engagement Suite and can influence and inform all of the other solutions. Cheetah Personalization includes three capabilities and will have more over time. The three key capabilities allow you to drive from content, to path and optimization, all powered by decisioning and machine learning. This includes delivering the Next-Best-Experience, the Next-Best-Journey, and incorporating the Next-Best-Content.

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**Personalization at scale has the potential to create \$1.7 trillion to \$3 trillion in new value.**

– Perspectives on Personalization @ Scale, McKinsey

## Capabilities

### Foster the Next-Best Experience with Cheetah Real-Time Personalization

Cheetah Real-Time Personalization enables marketers to engage with customers in real-time with targeted experiences using:

- Real-Time Experiences- Capture real-time data events with Cheetah Web Tag on web and mobile devices for targeted experiences.
- Real-Time Events- Ingest streaming data and feed it into the Cheetah EDP for continuous profile enhancements.
- Real-Time Content - Apply targeted offers and product recommendations based on web events and emails.

### Create the Next Best Journey with Cheetah Journey Designer

Cheetah Journey Designer allows marketers the power to build, manage, and optimize customer journeys at scale. It harnesses the power of

Cheetah Messaging, Cheetah Experiences, Cheetah Loyalty, and the Cheetah Engagement Data Platform. Its core capabilities include:

- **Journey Design** - The most comprehensive set of journeys in the market, from simple triggered, to multi-step journeys, to fully custom journeys.
- **Journey Library** - A library of Marketing friendly standard journey templates that can be easily configured to drive effectiveness.
- **Journey Analytics** - Create conversions from operational marketing metrics and dashboards, leverage machine learning to inform downstream journeys.



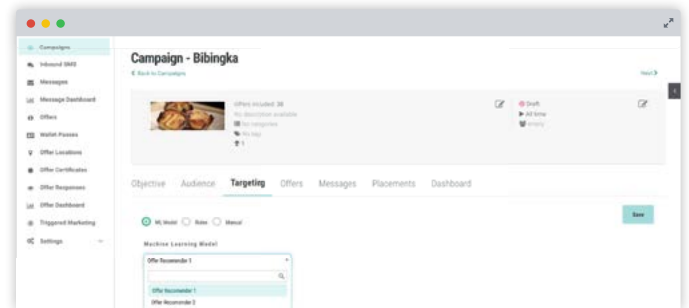
Onboarding Journey Template

### Deliver the Next Best Content with Cheetah Intelligent Offers

Cheetah Intelligent Offers leverages machine learning to score, rank and deliver personalized content and offers across all touchpoints. Intelligent offers taps into the Cheetah EDP and ML to generate product recommendations based on analytics and customer behavior. It provides marketers:

- **Offer Management** - Design and personalize content for individuals, offers can be content, images, coupons, messages, and many other formats.
- **Offer Intelligence** - Apply machine learning and artificial intelligence to optimize offer ranking, prioritization, and selection.

- **Offer Optimization** - Based on data and customer feedback generate the next best offer and next best action strategies on websites to drive conversions.



ML-Driven Intelligent Offers

## Benefits

### Deliver Personalized Experiences at Scale

Enhance customer engagement by gathering customer data and insights, targeting real-time offers and content personalization to drive 10x more effectiveness than traditional outbound campaigns<sup>1</sup>.

### Enhanced revenue and Customer LifeTime Value

Drive conversions to increase revenue by 17% or more through advanced personalization and value exchange of zero party data to generate longer term, customer lifetime value<sup>2</sup>.

### Measurable Improvements with Personalization Efforts

Realize measurable improvements due to personalization with 5-8x the ROI on marketing spend and lift in sales by 10% or more<sup>3</sup>.

Sources

1. Golluscio, Elizabeth, et al. "Make Your Customer Engagement Hub Real Time With Continuous Intelligence." Gartner, ID: G00366640, 8 Nov. 2018'
2. <https://martechtoday.com/is-personalization-working-budgets-are-increasing-but-martech-challenges-threaten-future-investments-238099#:~:text=For%20example%20%20retailers%20using%20advanced,efforts%2C%20according%20to%20Merkle's%20findings.>
3. Personalizing at scale, McKinsey, November 1, 2015