

# Acquisition and Enrichment

Build the marketing database and capture zero-party data to fuel personalized marketing

The modern consumer demands increased privacy, tightened data controls, and the right to be forgotten. That's an easy 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.

Some of the key questions marketers should ask when trying to improve acquisition and enrichment strategies include - Are we able to generate quality data at scale? Is there a single solution that helps us deliver consistent experiences across channels? How do we deal with growing data privacy concerns of consumers? How can we reduce agency costs and empower our own marketing teams? Cheetah Digital's Acquisition and Enrichment capabilities allow marketers to drive new customer growth, engage existing customers, and generate key psychographic data on customers and prospects to fuel personalization efforts, inform business strategy, and drive more efficient advertising efforts. Our seamless integration

across the Cheetah Customer Engagement Suite solutions enables brands to build upon zero-party data strategies, and offer a better value exchange with consumers and their explicit preferences.

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

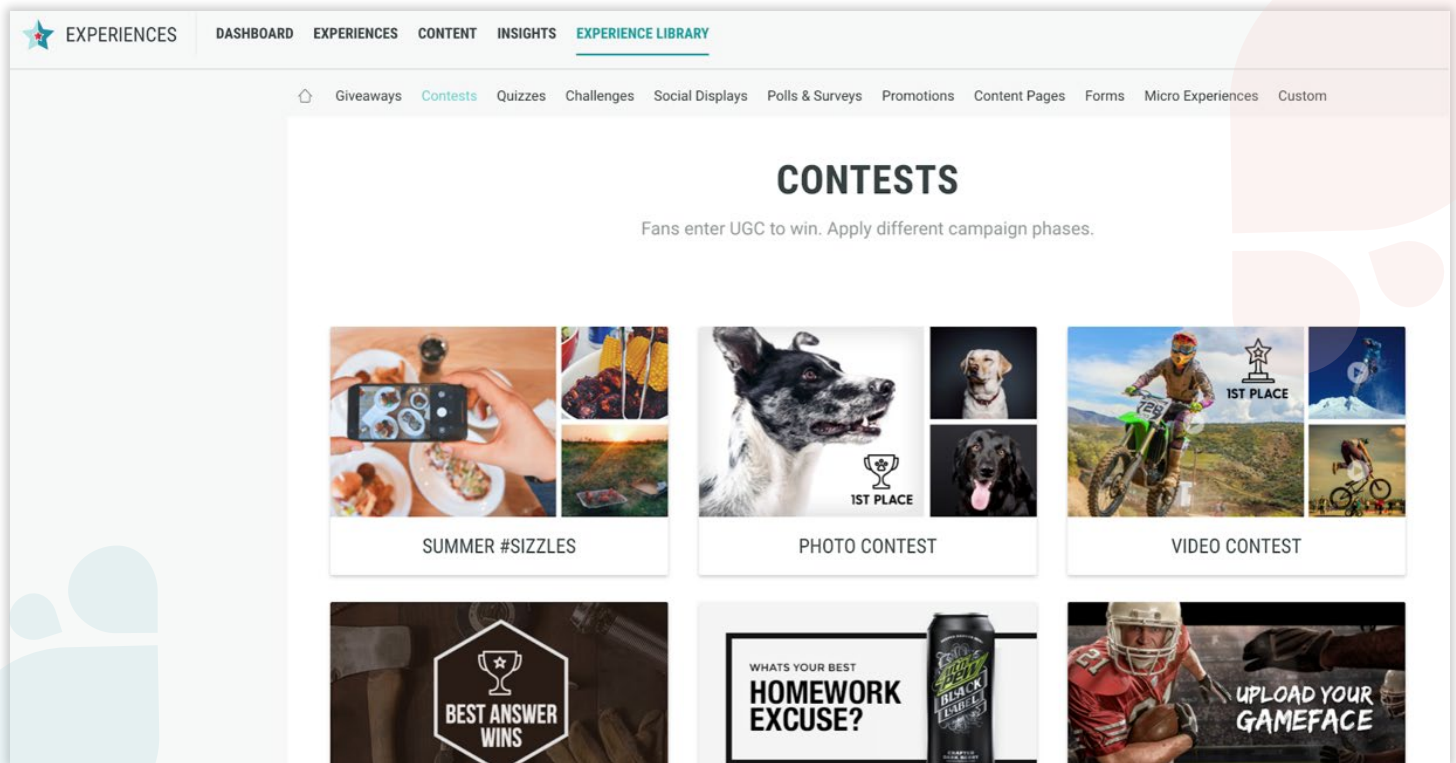
— Forrester Research

## Library of Interactive Experiences

Cheetah empowers brands and marketers to select from a library of more than 85 pre-built experiences — including surveys, polls, quizzes, games, sweepstakes, and more — and collect deep, self-reported information on motivations, intentions, and interests, at scale. These pre-built experiences are built upon a unique zero party data strategy that enables non-technical marketers to gather important data and insights, understand consumers, and power one-to-one marketing programs.

## Marketing Friendly Content Design

Cheetah's Acquisition and Enrichment capabilities provide marketers easy-to-use, intuitive drag and drop screens so



Cheetah Experiences Library

that they create and publish experiences without the need for custom development work. This helps save time while ideating marketing campaigns; rapidly localize campaigns to any market; and personalize campaigns using out-of-the-box templates without further technical assistance.

### Deploy Experiences Anywhere

Using Cheetah's innovative platform, marketers can quickly and easily publish experiences to paid, earned, and owned channels— including websites, microsites, mobile apps, in-venue screens, ads, emails, social stories and more.

### Single Customer View

To deliver individualized experiences at scale, Cheetah enables marketers to create a single, accessible view of the customer that can feed all of the solutions of the Customer Engagement Suite. This actionable view is built on real-time data collection through data connectors, integrations and actionable analytics. Marketers can update and append customer profiles in real-time for ongoing engagement throughout the entire customer lifecycle.

## Benefits

### Incremental Revenue and Growth

Drive revenue by as much as 23% and increase the market share with tailored personalized and interactive experiences by leveraging value exchange based on zero party data strategy.

### Connecting Consumers to Brands Directly

Extend your reach and lift engagement rate by 5x with personalized messaging using Cheetah's decisioning engine and detailed zero-party data value exchange capabilities.

### Highly Relevant and Contextual Engagement with Customers

Increase customer engagement by capturing more relevant insights and creating experiences that involve fans, encourage advocacy and harness brand loyalty in contextually relevant ways.