

# Cheetah Decisioning

Deliver Hyper-Personalization at Scale  
with a Marketing Rules Engine

For more than a decade, marketers have struggled to achieve more effective and relevant personalization for consumers in the moments that matter. Personalization strategies have often resulted in uneasy moments for consumers and data privacy concerns. Brands must be able to harness ever-changing consumer behaviors and interaction data to respond in real-time across any channel or touchpoint without being too invasive. According to McKinsey, personalization can deliver five to eight times the ROI on marketing spend, and can lift sales by 10% or more. Providing “tailored help”<sup>1</sup> to consumers offers a significant opportunity for brands to deliver tangible customer value in the forms and functionalities consumers seek.

The Cheetah Engagement Data Platform (EDP) is a world class data management platform that leverages real-time customer interactions, and delivers meaningful engagement throughout the customer lifecycle. Cheetah Decisioning, a marketing rules engine within the Cheetah EDP, can enable marketers to deliver the next best campaign for every consumer based on their demographic and behavioral data.

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**Cheetah Digital Decisioning capabilities provide a revenue uplift of at least 25% by analyzing millions of decisions per hour and delivering millions of personalized emails per day.**

— Cheetah Digital Global Retail Customer

## Features

### Next Best Campaign

Select the next best campaign for a customer based on historical engagement data in the last hour, last day, current in-flight campaigns, and inventory triggers. The key capabilities include:

- **Waterfall of campaigns** to prioritize across campaigns and select the highest priority applicable campaign
- **Selection rules** leveraging customer’s attributes, synthesized behavioral snapshots, behavioral history, campaigns sent
- **Frequency capping** including frequency of allowed touches across campaigns, for a specific campaign, or for a specific product

### Product Selector

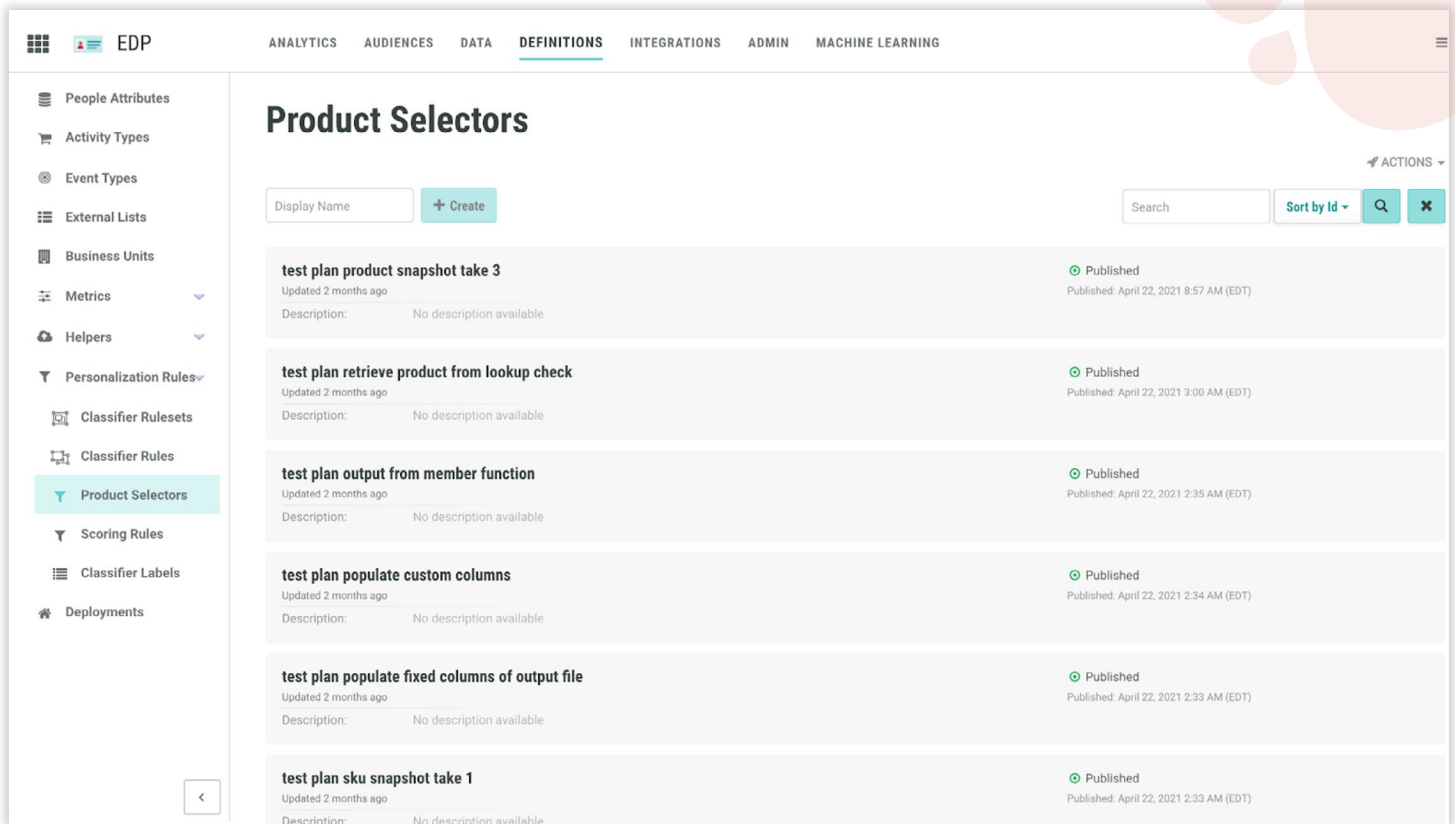
Marketers can select the product(s) to feature in any given campaign. Products may be selected from the actioned products (product that the customer browsed or had in the abandoned cart), recommended products based on the actioned products, as well as currently trending products. Inventory and other suppression rules may be applied.

### Synthesized Behavioral and Cart Snapshots

Synthesize the behavioral events into snapshots. Examples of snapshots include:

- **Cart:** The current state of cart including details on when an item was added, price of the added item, etc. Items are added to the synthesized cart upon add-to-cart events and removed from the cart upon purchase or remove-from-cart events.
- **Product Interaction:** Marketers can maintain a history of all customer’s interactions with a specific product such as view history, purchase history, carted history, or favorite products. For history items, in addition to first event, last event, and times an event-occured, a summary line is also maintained that allows for calculating the number of times something occurred within different periods of time.

1. <https://www.gartner.com/en/newsroom/press-releases/2019-03-11-gartner-survey-shows-brands-risk-losing-38-percent-of>



Product Selectors Screen

### Scoring Rules

The snapshots can be enriched with configurable scoring rules. For instance, the marketer may rely on the score to select the top product to feature from applicable actioned or recommended products.

### Cross-Channel

The campaigns may be sent via email, SMS, push as well as used to personalize the web/mobile experience for the customer currently on the web site or mobile application.

## Benefits

### Increased Conversion and ROI

Boost conversion rates throughout the customer lifecycle to increase sales by more than 25% with effective and personalized marketing campaigns.

### Enhanced Customer Experience

Create unique and relevant experiences with rules-based decisioning capabilities that leverage robust customer behavioral data.

### Improve Brand Loyalty

Drive brand loyalty among the consumers by deploying successful personalized marketing strategies across the channels as a competitive advantage.