

Branching Logic

Engaging users with personalized experiences and a targeted value exchange



With tightened data and privacy controls, brands face a challenging cookieless future tied to first party data and compliant acquisition strategies. Marketers need to make efforts to ask the customer directly about their needs, preferences, and purchase intentions. In exchange, today's consumers seek personalized offers and recommendations with meaningful experiences at speed and scale. A recent Accenture Interactive study¹ found that 30% of consumers feel that a brand has become "too personal," and among them, 69% would stop doing business with a brand they feel has crossed the line.

Branching Logic within Cheetah Experiences is one such capability that empowers marketers to acquire zero- and first-party data and deliver relevant experiences driven by user inputs. The capability allows marketers to adapt questions asked based on the user's specific interest or situation. This powerful addition to our data collection capabilities will allow you to decide which fields will be shown or hidden to the users based on their responses, creating a truly customized and personalized experience for the end user, helping you to collect relevant and very granular data that can be then used for further personalization efforts and more targeted value exchange.

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73% of consumers have a favorite brand as it uses their data in a way that makes them feel comfortable.

— Digital Consumer Trends Index 2021, Econsultancy

Capabilities

Collection of Innovative Experiences

Marketers can choose from a library of pre-built experiences with a set of questionnaires and collect deep, self-reported information on motivations, intentions, and interests, at scale. The interactive experiences empower marketers to connect with consumers while collecting actionable data. Whether a questionnaire, poll, quiz, or social story, marketers can clone, customize, and deploy campaigns with ease at any digital channel.

Branching Logic Workflow

The Branching Logic feature allows marketers to build questions based on the branching workflows setup aligned to business objectives and includes all the possible flows and paths the users might take. The logic is driven by responses provided in single-select fields like radio choice and dropdown and will be available in all form fields.

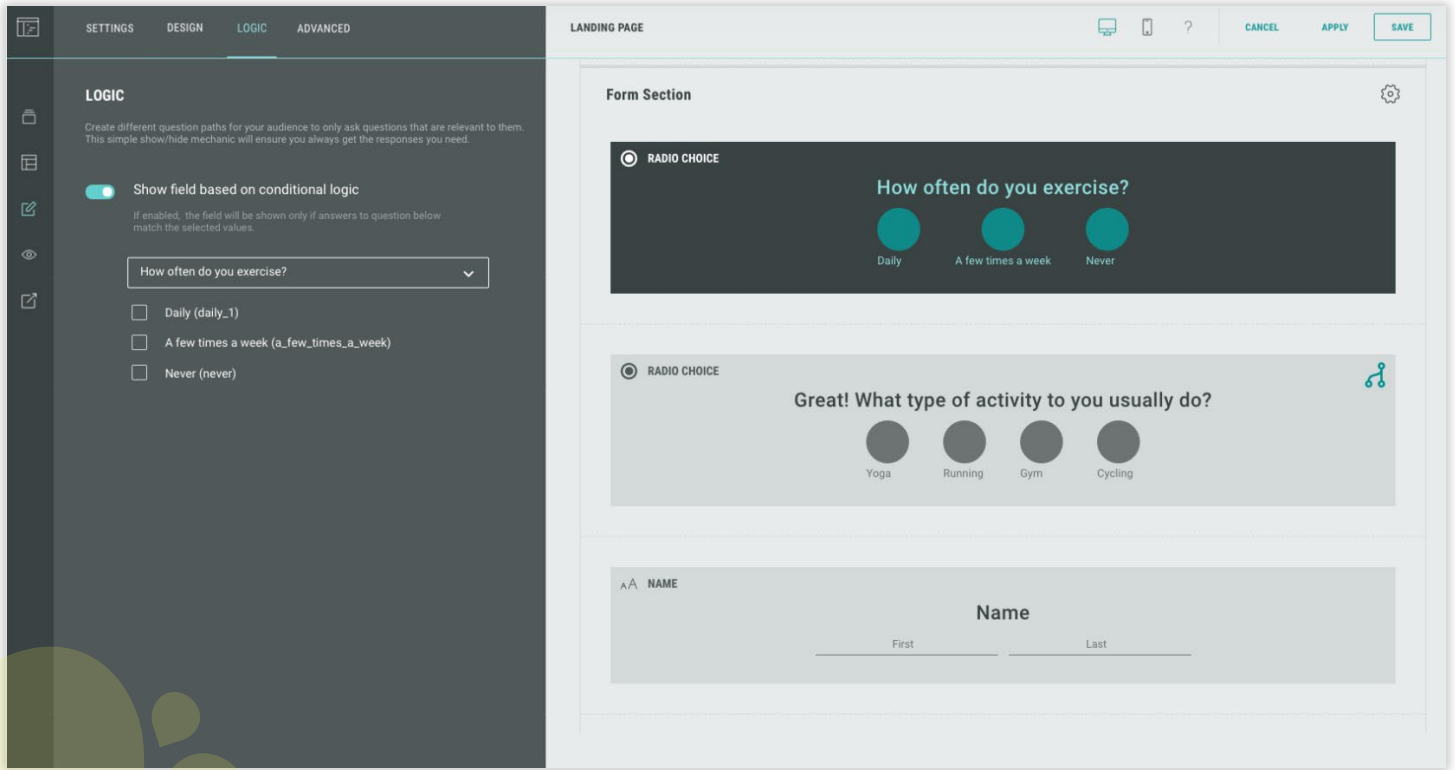
Build Zero-party Data Strategy

With explicit responses shared by consumers, non-technical marketers can gather important data and insights about users, and power one-to-one marketing programs built on zero-party data foundation. Data collection can be done through a survey, a sign-up form, a giveaway or other experience by a simple profiling question such as "Are you an existing customer?" or want to use branching logic for some advanced survey capabilities.

Data Compliance & Privacy

With explicit responses shared by consumers, non-technical Compliance and privacy are at the core of what Cheetah does, and invests in a number of important areas, including: fine-grained control over your team members' roles and permissions; NIST password guidelines, reducing the risk of compromised access; customizable data retention with automated retention management at scale; consent and marketing opt-ins management; and GDPR Compliance.

1. *Accenture Interactive's Consumer Pulse Survey*



Conditional Logic Form

Benefits

Increased ROI with Zero-Party Data Value Exchange

Increase revenue by as much as 23% with tailored personalized and interactive experiences by capturing valuable audience data and marketing opt-ins for more accurate insights.

Highly Personalized Experiences

Drive customer engagement by capturing more relevant insights and creating personalized experiences to ensure a strong response rate.

Increased Conversion Rate

With branching logic, consumers only respond to relevant questions, reducing form/survey completion time and consequently the number of users dropping out through the funnel.

