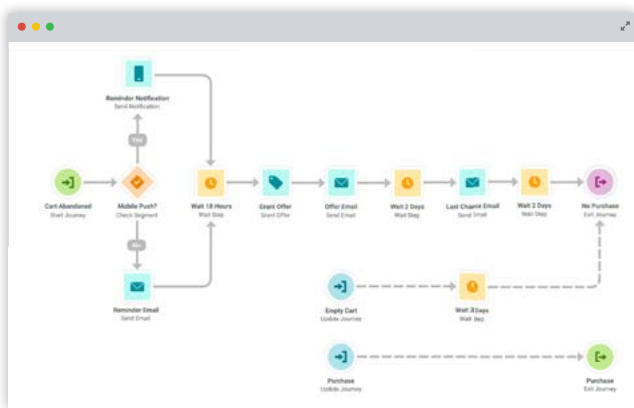


Journey Designer

Build better relationships with customers across all channels and touchpoints

The art of creating personalized experiences at scale is driven by the science of connecting the dots across the customer journey. Modern customer journeys are complex and nonlinear. In fact, Gartner indicates that 70% of customers feel increased loyalty to businesses after receiving a great customer experience.

As a core part of the Cheetah Personalization solution, Journey Designer helps non-technical marketers browse, create, publish, and manage advanced journeys powered by the Customer Engagement Suite. Cheetah Journey Designer provides the most comprehensive set of journey options in the market, from simple triggered journeys, to multi-step journeys, and fully custom journeys. The solution can harness the power of Cheetah Messaging, Cheetah Experiences, Cheetah Loyalty, and the Cheetah Engagement Data Platform to enable marketers to drive more relevant, timely, and personalized experiences.



Cart Abandonment Journey template

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Maximizing satisfaction with customer journeys has the potential not only to increase customer satisfaction by 20 percent, but also to lift revenue by up to 15 percent while lower marketing costs by as much as 20 percent.

—McKinsey,
The Three C's of Customer Satisfaction

Features

Journey Design and Analytics

- Create customer journeys through a configurable, drag and drop journey design canvas
- Reports and dashboards provide insights to better anticipate customer behavior
- A library of standard journeys allow marketers to get up and running quickly and easily. The initial library of standard journeys includes:
 - Onboarding: Welcome new customers to your brand and drive purchases or to reach another key goal, such as a store visit.

- Abandon Cart: Entice customers to complete their purchase by sending a reminder about items in their shopping cart and incentivize with offers.
- Post Purchase: Notify customers after their purchase about the order status (placement, shipping, and delivery).
- Winback: Engage lapsed customers to resume their relationship with your brand by contacting them with follow ups.
- Anniversary: Reward loyal customers for an anniversary, birthday, or other time based event.
- Progressive Profiling: Enrich a customer's profile with 1st and zero party data over time by using a series of Cheetah Experiences, such as quizzes or surveys.

Cheetah Experiences: Progressive Profiling

- Capture and enrich first and zero-party data for insights customers are willing want to share
- Continuously update customer profiles based on answers to quizzes, surveys, and promotions
- Enhance participation by determining the next best experience for each consumer

Benefits

Personalization at scale across channels

Relevant, timely, and contextual interactions leads to increased customer lifetime value.

Efficiency gains through standardized journeys

Marketers can easily design interactive experiences, and save time and costs by streamlining processes.

Increased effectiveness and conversions

React to real-time events and see an uplift in clicks, opens, and conversions of over 300%.

Supporting Solutions

Cheetah EDP: Single View of the Customer

- Collect real-time data, unify profiles, apply segmentation and insights
- Access and centralize data in real-time for current and future analytics and targeting
- Apply machine learning models to better inform audiences, offers, and content

Cheetah Messaging: Cross-Channel Engagement

- Deliver targeted email and mobile messages across multiple steps of the customer journey
- Personalize content with customer insights and targeted offers in every interaction
- Trigger messages based on customer events and onsite behavior

Library of Standard Journeys

