

# Cheetah Digital Learning



Cheetah Digital Learning is designed to help you achieve success with Cheetah Digital solutions by offering a wide variety of lessons that you can take as needed.

Take as much or as little as you want with our flexible learning model. Lessons are presented as individual videos which can be watched as bite-sized tutorials, or taken as part of a more comprehensive course, or series of courses.

## HOW TO USE CHEETAH DIGITAL LEARNING

1

### **Take individual lessons as and when you need:**

Choose the product you want to learn about and browse the available lessons. Watch the videos, each with their individual learning objectives and use the learning to perform tasks in your own live environment.

2

### **Take a course:**

Learn everything about a topic by taking a course, comprised of multiple lessons. The courses are interactive and hands-on with access to a training environment to carry out exercises in.

3

### **Take an entire series:**

Courses have been curated into series: A Fundamentals series is available for all products, giving you access to the foundation that you need to get started on your own programs. More advanced courses are bundled into PLUS series.

# EDP Fundamentals



Learn the tools you need to start using EDP successfully, and turn your customer data into smart, actionable insights that help drive results for your marketing strategy.

## What will I learn?

By the end of EDP Fundamentals you will understand how to use the power of data in the Engagement Data Platform to enhance your targeting in all Cheetah Solutions.

## Who is this learning for?

This learning is for all marketers who need to build segments and manage audiences in their EDP.

## COURSES IN EDP FUNDAMENTALS

- Access and Navigation
- Admin
- Working with Attributes
- Building Segments
- Using Machine Learning Attributes
- Imports
- Data Links
- Export
- Triggered Action
- Analytics

# EDP Plus



Now that you have a foundation in EDP, take these additional courses to build your knowledge further.

## What will I learn?

EDP Plus contains multiple stand-alone courses that can be taken when needed, in any order.

## Who is this learning for?

This learning is for all marketers who need to understand more functionality in the Engagement Data Platform.

## COURSES IN EDP PLUS

- Machine Learning Concepts
- Citizen Data Scientist
- Machine Learning Workbench (TBD)

# Experiences Fundamentals



Learn everything you need to create, edit and deliver interactive experiences that collect valuable customer data and insights.

## What will I learn?

You will learn the skills to design and implement new Cheetah Experiences, modify existing ones, and discover tips that make these the most effective possible.

## Who is this learning for?

This learning is designed for marketers who distribute campaigns through the Cheetah Experiences solution. No technical specialization is required.

## COURSES IN EXPERIENCES FUNDAMENTALS

● Overview of Experiences

● Navigating

● Introduction to Themes

● The Experience Library

● The Pages Editor

● Confirmation Page

● Form Editor and Publishing

● Polls

● Quizzes

● Social Media Contests

● Data and Exports

● Creating Themes

● Micro Experiences

# Messaging Fundamentals



Create meaningful cross-channel campaigns designed to drive revenue and enhance customer retention.

## What will I learn?

Cheetah Messaging Fundamentals is made up of two series that give you the foundation to begin succeeding with the solution, and create meaningful campaigns designed to enhance customer retention.

## Who is Fundamentals 1 for?

This is the first step for all marketers who plan to use Cheetah Messaging to build and launch email campaigns.

## Who is Fundamentals 2 for?

Once you master the basics of Cheetah Messaging, step up to the next level to make your emails work harder for you.

## FUNDAMENTALS 1

- Introduction to Messaging
- Importing and exporting data
- Working with filters
- Creating a promotional email campaign
- Creating a triggered email campaign
- Reviewing campaign reports

## FUNDAMENTALS 2

- Dynamic Content
- A/B test
- Split Cells
- More Filters
- Link Tracking
- Metadata

# Messaging Mobile



Set your focus on mobile campaigns to enhance your overall marketing strategy.

## What will I learn?

Cheetah Messaging Mobile will help you build effective text messages, and create meaningful campaigns designed to reach customers right where they are, at any time.

## Who is this learning for?

This learning is for all marketers who plan to use text to communicate with their customers.

## COURSES IN MOBILE MESSAGING

- Promotional SMS
- Triggered SMS
- MMS (TBD)
- Dynamic Content (TBD)

# Messaging Plus



Now that you have a foundation in Messaging, take these additional courses to build your knowledge further.

## What will I learn?

This series contains multiple stand-alone courses that can be taken when needed, in any order.

## Who is this learning for?

This learning is designed for marketers who need to learn additional functionality to successfully implement their campaigns.

## COURSES IN MESSAGING PLUS

- Content Designer (Available now)
- Admin Functions (TBD)
- Web Forms (TBD)
- Looping blocks (TBD)
- Marketing Intelligence (TBD)
- Push Notifications (TBD)
- Deliverability (TBD)

# Personalization



Design real-time interactions across all channels and touchpoints and learn how to engage digitally with your customers.

## What will I learn?

This series contains multiple stand-alone courses that can be taken when needed.

## Who is this learning for?

The courses in this learning are for all marketers who want to access the power of these targeting and reach tools.

## COURSES IN PERSONALIZATION

- **Journey Designer**
- **Intelligent Offers (TBD)**
- **Personalization Workspace (TBD)**



# Loyalty Fundamentals



Become an expert in generating real and lasting customer loyalty.

## What will I learn?

Use these courses to learn the fundamentals you need to succeed and create customer lifetime value.

## Who is this learning for?

These courses are for marketers who are beginning to implement Cheetah Loyalty, or new marketers within companies that already use Cheetah Loyalty.

## COURSES IN LOYALTY FUNDAMENTALS

- Navigating
- Earn Rules
- Triggered Actions
- Segments
- Offers
- Rewards
- Challenges
- Imports
- Analytics

# Loyalty Plus



Now that you have a foundation in Loyalty, take these additional courses to build your knowledge further.

## What will I learn?

Learn how to create a digital loyalty card, and campaigns that display the best offer for your target audience.

## Who is this learning for?

This learning is designed for marketers who need to learn the advanced features to successfully implement their Loyalty campaigns.

## COURSES IN LOYALTY PLUS

- Customer Service Rep
- Mobile Wallet
- Campaigns
- Punch Cards (TBD)
- Moments (TBD)