

# Cross-Channel

Deliver cross-channel messages that resonate and delight

Today's interconnected world has brought people closer. In turn, marketers need to advance and use the same channels to bring brands closer to the people. Customers are constantly on the move —shifting location, devices, and modalities while rising to the challenges of the day. Marketers need solutions, technology, and support that enable them to reach customers where they are.

Cross-Channel Marketing technology aids marketers in becoming programmatic in how they make decisions, personalize communications, and optimize real-time interactions across channels. Artificial intelligence and machine learning automate audience segmentation and trigger cross-channel events — allowing granular context to brand messaging. Marketers now have the tools to deliver data-driven value to customers in real-time via push notifications, email, SMS, direct mail, and social ad audiences.



By integrating customer data and utilizing real-time event triggers, a global hotel chain deploys a cross-channel marketing program to deliver relevant messages via email, SMS, push, and direct mail, in as little as two seconds after a guest event occurs.

## Journeys

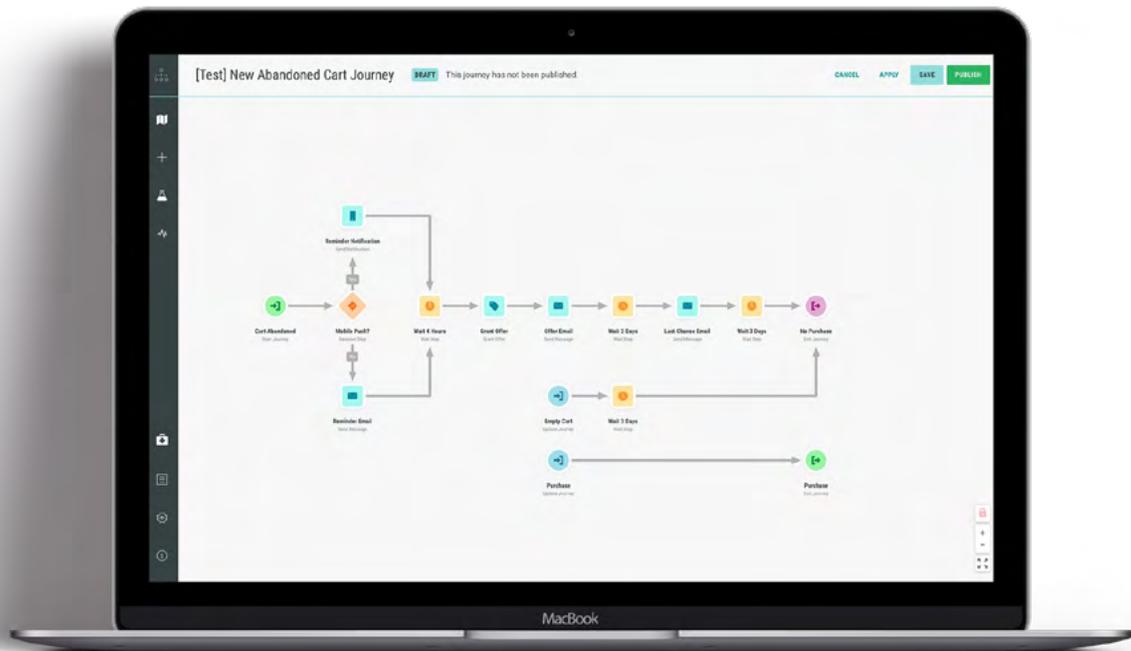
The path a customer takes to purchase is varied and their needs on that journey are unique. Adapt to the customer's needs, in real-time, by designing journeys that deliver value through personalized, cross-channel messages. Strengthen relationships with customers as they engage over multiple touchpoints throughout their purchasing decision.

## Smart Activation

Effectively process all available customer data and create actionable insights to achieve desired business outcomes. Act on those insights by automatically triggering journeys based on actions taken by customers throughout their lifetime. Achieve personalization at speed and scale to connect channels like email, SMS, and push.

## Basic Decisioning

Engage customers beyond direct messaging channels and scale brand awareness through social engagement. Form the business rules and segmentation logic to create specific audiences, with no technical coding required. Derive deeper understanding of customer behavior from activity data collected through purchases, brand interactions, and zero-party data provided by the customer. Retarget customers on social channels to winback unengaged customers, cross-sell products, and generate social referrals.



*Journey Orchestration with Cheetah Digital*

### Single Customer View, Analytics & Integrations

To deliver individualized experiences at scale, marketers need to create a single, accessible view of the customer that taps into all data sources. 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

### Improve Average Order Value

Delivering personalized experiences with a cross-channel messaging strategy can increase average order values by 15%. With a unified platform capable of real-time decisioning and marketing automation, marketers have the additional resources to create relevant and purposeful journey paths and scale personalized interactions to talk to customers at every touchpoint.

### Increase Customer Lifetime Value and Retention

Cross-channel marketing makes brand recall for a customer an easier process. The lifetime value of a customer has been shown to be 30% higher when consumers shop across multiple channels<sup>1</sup> and 80% of consumers state they have a favorite brand because that brand provides a consistent customer experience<sup>2</sup>. Orchestrate journeys that keep your brand name in front of customers at critical purchase decision windows and all at active touchpoints.

### Save Time and Leverage Resources

Reduce program development time with the capability to quickly create campaigns and manage business rules with reusable assets – including audiences, segments, content blocks, and creative. Leverage journey templates to create marketing programs swiftly. Simulate, test, and optimize customer journeys with real-time analytics integrated from multiple sources.

- <https://www.thinkwithgoogle.com/consumer-insights/consumer-journey/omni-channel-shoppers-an-emerging-retail-reality/>
- <https://www.cheetahdigital.com/report/digital-consumer-trends-index-2022/>



## Journeys

Welcome & Onboarding

Self-Service Journeys

Winback



## Smart Activation

Smart Sending - Email, SMS, Push, +

Web Tag (Basic)

Mobile SDKs



## Basic Decisioning

Journey Orchestration

Frequency Capping

Send Time Optimization

## Single View of the Customer, Analytics & Integrations

Audiences

Profile & Preferences

Engagement Metrics

Activities & Events

Cross-Channel Solution Map