

Data Enrichment

Know all that is knowable about your customers

To cut through the noise and differentiate your brand from competitors, marketers need to engage customers on an individual level and ensure their preferences are incorporated to deliver relevant value at every touchpoint. Data platform technology has evolved to make it possible to collect the right information into a centralized platform that provides a single view of the customer.

Enriching customer data profiles within a centralized analytical platform enables marketers to derive deeper insights from preferences, customize experiences across channels, trigger relevant messaging in the moment, and deliver personal incentives along the customer journey. Marketers today now have the means to migrate a customer starting from a simple campaign into an interconnected journey based on data that they provide.



Progressively profile consumers by continually asking the right questions based on previously collected information.

This is crucial to learning more about them as individuals, rather than simply placing them into groups or segments.¹

— Ad Age

Experiences

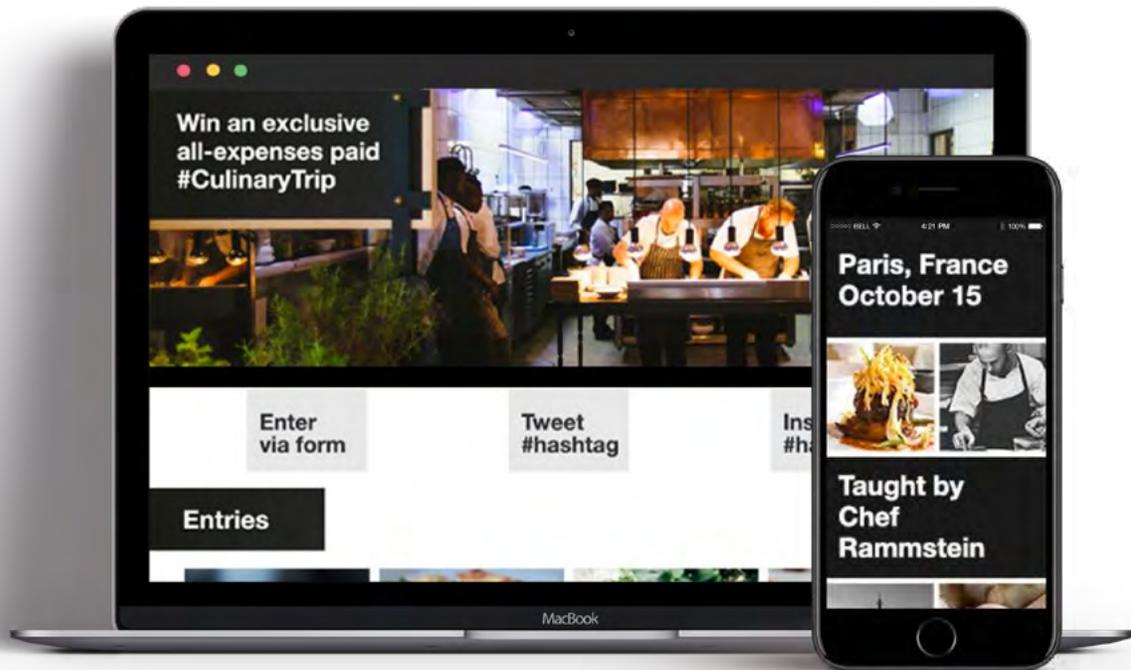
Branching logic is one such capability that empowers marketers to acquire zero- and first-party data and deliver relevant experiences driven by user inputs. The capability allows marketers to adapt questions asked based on the user's specific interest or situation. This powerful capability will allow marketers to decide which options will be shown or hidden to consumers based on their responses, helping to collect relevant and very granular data that can then be used for further progressive profiling efforts and more targeted experiences.

Single View of Customer, Analytics & Integrations

Combine zero-party and first-party data to build a complete profile and single view of the customer in one B2C CRM platform. Use analytics to segment your audience into clusters based on submitted preferences, membership attributes, and online interactions. Score customer interactions and reward audiences based on levels of engagement defined within your marketing programs.



1. Zero-party data: An optimal path to personalization: <https://www.cheetahdigital.com/path-personalization-webinar-and-white-paper>



Interactive Hashtag Contest with Cheetah Experiences

Benefits

Increase Customer Engagement

Collecting data like personal preferences and interests in a central platform provides a single view of the customer where robust customer profiles are developed and can then be utilized to create personalized experiences that are 10x more effective than traditional outbound campaigns.

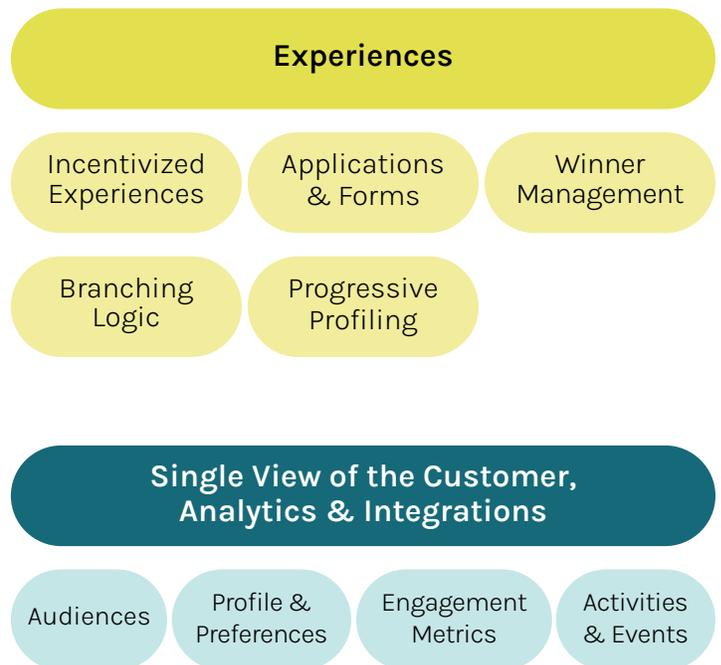
Improve Customer Lifetime Value

Increase revenue by as much as 23% with tailored interactive experiences by capturing valuable audience data and marketing opt-ins for more accurate insights².

Increase 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.

2. <https://www.cheetahdigital.com/data-sheet/branching-logic>



Data Enrichment Solution Map