Enterprise Loyalty

Cultivate lasting emotional brand loyalty
at enterprise-scale

Modern day consumers are no longer tied to one brand, often hopping among channels, devices, and sites while they shop in non-linear ways. In fact, nearly 40 percent of consumers now continue to switch brands. Despite this changing landscape, loyalty programs have remained largely unchanged. Traditional loyalty programs rely on increasingly outdated rewards, loyalty initiatives, and redemption strategies. To resolve this hurdle, firms need to create dynamic loyalty strategies and programs for consumers that leverage real-time interactions and customer intelligence to build lasting customer relationships.

The Enterprise Loyalty use case is focused on recognizing a customer's engagement status, incentives, and desired rewards using a full-blown advocacy program. Leveraging this use case allows companies to deliver personalization strategies that cultivate lasting emotional brand loyalty at enterprise-scale. Armed with world-class loyalty programs, marketers can engage with members via referrals, user-generated content, sharing, surveys, and gamification. This use case provides outcomes that recognize and reward engagement with points, tiers, and value-added offers and rewards.

Journey Orchestration

Using native journey design capabilities, marketers can recognize consumer touchpoints in real-time through customer referrals, incentivized engagement, or tiered progression throughout the lifecycle. A library of standard journeys and self-service journeys further help identify consumers for advocacy or re-engagement and track their behaviors across channels depending on relevant business objectives.

"

The Vans' Family loyalty program delivers insider information, exclusive designs, and members-only experiences to their most loyal customers, while rewarding points for shopping and sharing. It's so successful that nearly 50% of all DTC revenue comes from their loyalty members, and Vans sees significantly higher spend from loyalty members vs. non-members.[1]
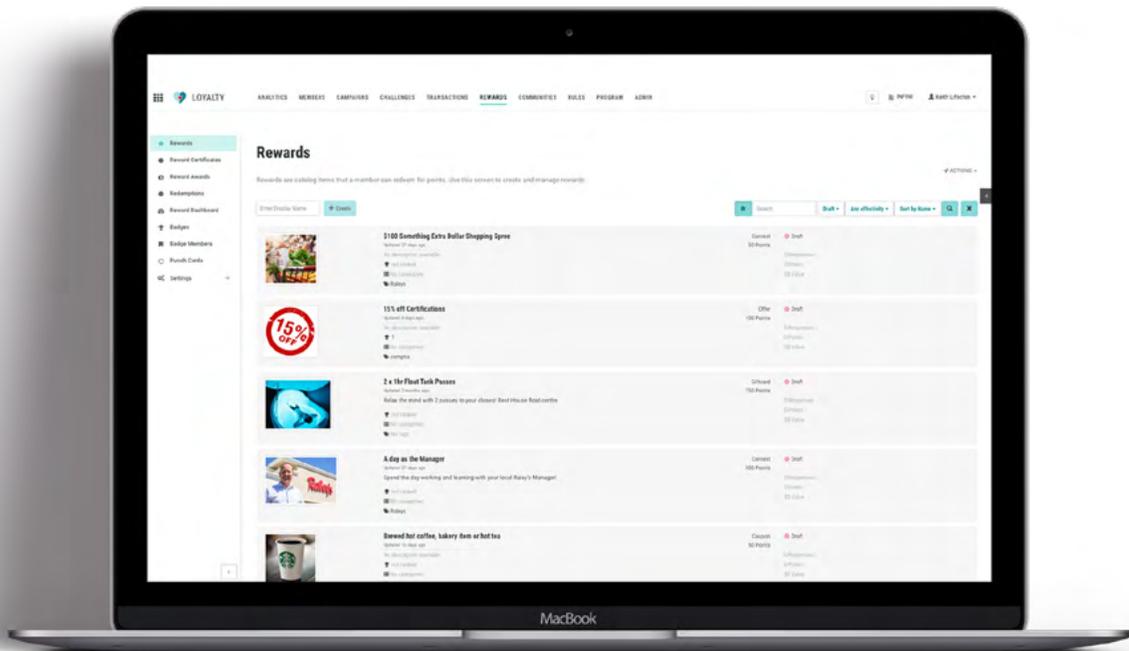
Smart Activation and Real-Time Engagement

The underlying platform sending framework enables marketers to send smart messages at scale using email, SMS, and push mechanisms at the right time. Cheetah Web Tag captures all real-time data events on web and mobile devices to track visitor behavior (including anonymous visitors). These data points can then be utilized in a variety of contexts such as site targeting/retargeting, segmentation, and cross-channel messaging leveraging email, SMS, push, in-app, web, and mobile wallet.

Advanced Decisioning and Machine Learning

Retention Marketing leverages natively built machine learning capabilities with an intuitive marketing interface to take advantage of clustering, propensity modeling,

1.   https://www.cheetahdigital.com/blog/how-cheetah-digital-grew-vans-family-loyalty-program-over-12-million-members-just-2-years

Enterprise Loyalty Management with Cheetah Digital

activity triggers, or send-time-optimization. Using ML-optimized intelligent offers, marketers can create content such as single-use coupons and closed-loop offers recognized at the point of sale instantly.

Loyalty and Retention

It's critical for an end-to-end loyalty marketing solution to go beyond points and rewards programs. The use case provides an integrated rules engine that allows marketers to provide differentiated loyalty experiences for each member—from dynamic communications to personalized offers, reward points, and benefits.

Single Customer View, Analytics, and 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, transactions, and actionable analytics. Marketers can update and append customer profiles and preferences in real-time for ongoing engagement throughout the entire customer lifecycle.

Benefits

Increase Cart Value

Incentivize customers to come back and spend more with rewards to increase average order quantity by 319%.

Increase Brand Advocacy

Boost brand advocacy and increase referrals by 5M new loyalty members through unique loyalty programs and initiatives.

Increase ROI and Loyalty

Increase loyalty membership by 231% and revenue by delivering targeted offers and recommendations with optimized content.

Journeys

| Reactivation / Re-engagement | Advocacy / Engagement Reward |

Smart Activation

| Smart Sending - Email, SMS, Push, + | Web & Mobile SDKs |

Advanced Decisioning and Machine Learning

| Intelligent Offers | Citizen Data Scientist | Activity Triggers |

Loyalty & Retention

Challenges	Offers	Rewards	Points Engine
Mobile Wallet	Tier Rules	Order Rules	Gift Cards
Coupons	POS / Commerce API	Punch Cards	

Single View of the Customer, Analytics & Integrations

| Audiences | Profile & Preferences | Engagement Metrics | Activities & Events |
| Points & Tiers | Transactions | LTV / RFM Scores | Web & Mobile App SDKs |

Enterprise Loyalty Solution Map