Intelligent Marketing

Uncover insights, audiences, and drive results with machine learning

A myriad of marketing tools over the past decade have attempted to tackle the challenge of delivering hyper-personalization at scale. Very few solutions have been able to deliver mass customization without manual marketing intervention. Delivering automated personalization strategies can eliminate the manual work of identifying customers and anticipating customer behavior. To do so, marketers must quickly identify opportunities that drive consumer engagement and increase revenue, which requires tools that enable easy access to customer insights and analytics.

Intelligent Marketing allows brands to uncover insights and audiences, and drive results with recommendations and predictions leveraging machine learning. This can be achieved with a single customer view that drives business outcomes with recommendations and predictions using built-in machine learning, offer intelligence, and journey orchestration. With this use case, marketers can take the guesswork out of audience identification, targeting, propensity scoring, recommendations, and offer optimization.

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> Data-driven organizations perform better on a wide range of metrics. They are 23 times more likely to acquire customers than non-data-driven companies, six times as likely to retain these customers, and, therefore 19 times as likely to be profitable
>
> — McKinsey

Journey Orchestration

Coordinating all channels and touchpoints must be done through a centralized journey design canvas that can handle simple to complex to real-time journeys. Marketers need to have the tools and tactics at their fingertips to design and fully customize journeys based on changing business and consumer needs, simulate campaigns before they go out, win back dormant customers, and actively track conversions as they occur.

Smart Activation

Real-time activation enables brands to ingest streaming contextual event data from digital channels and trigger experiences to consumers. This digital insight can be utilized in a variety of contexts such as site targeting/retargeting, segmentation, and cross-channel messaging leveraging email, SMS, push, in-app, and web.

Advanced Decisioning and Machine Learning

Intelligent Marketing empowers marketers with machine learning capabilities to rank, score, and prioritize intelligent offer selection. Marketers can also leverage natively built ML models for use cases such as clustering, propensity modeling, or send-time-optimization. Citizen Data Scientist builds upon these capabilities, providing a wizard-driven UI/UX that guides marketers step-by-step through defining properties, selecting features, and configuring the ML based on unique business objectives and use cases. CDS allows the marketer to extend models with customized data and parameters to more efficiently hone and optimize for their unique needs.
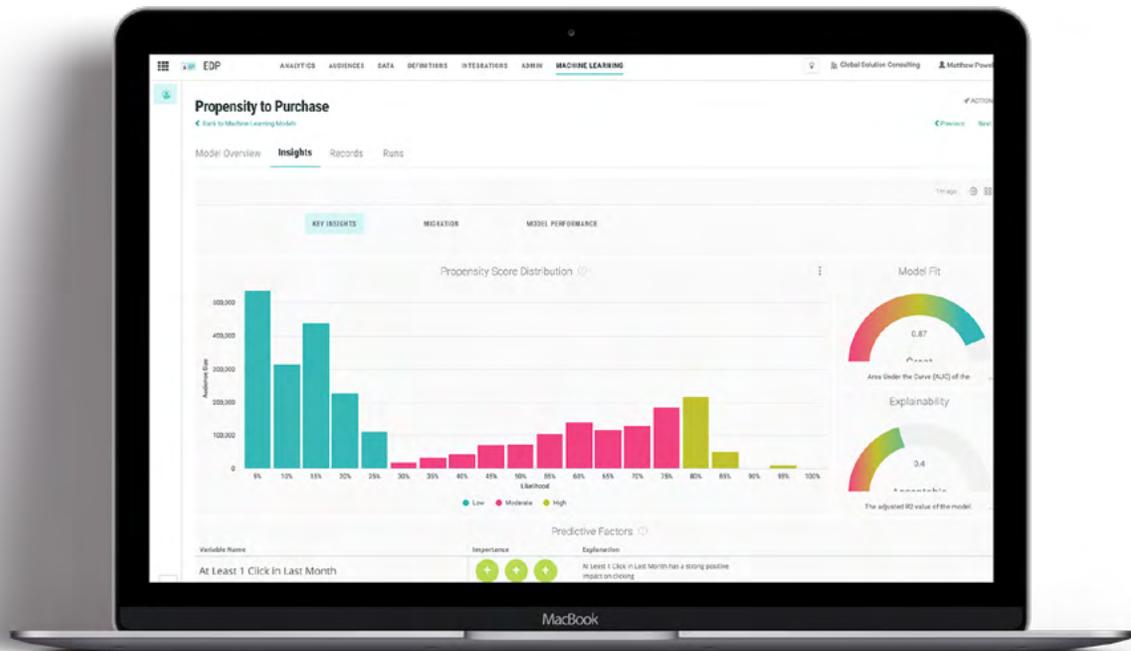
Propensity Modeling with the Cheetah Digital Platform

Single Customer View, Analytics, and Integration

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

Increase Conversions and Revenue

Increase the number of activities and events associated with a customer journey by as much as 109% to increase engagement and drive 25% lift in revenue.

Improve Marketing Spend Efficiency

Enhance marketing spend efficiency by up to 30% with marketing insights[1] that help you get the best results from consumer interactions in real-time across online touchpoints.

Enhance Customer Intelligence and Targeting

Streamline campaigns with machine learning and advanced decisioning to leverage behavioral data and accurately predict audiences that are most likely to become customers. Eliminate thousands of hours of manual work.

1. *The future of personalization—and how to get ready for it, McKinsey*

Journeys

| Predictive Winback | Predictive Self-Service Journeys |

Smart Activation

| Smart Sending - Email, SMS, Push, + | Web Tag (Advanced) | Mobile SDKs |

Advanced Decisioning and Machine Learning

Intelligent Offers (ML)	Citizen Data Scientist	Real-Time Personalization
Next-Best Experience (ML)	Propensity Scores	RT & Batch Decisioning
Send Time Optimization	Clustering & Lookalike	Activity Triggers

Single View of the Customer, Analytics & Integrations

| Audiences | Profile & Preferences | Engagement Metrics | Activities & Events |

Intelligent Marketing Solution Map