Real Time Marketing

Capture real-time consumer interactions to deliver
contextual and personalized experiences

Modern marketers in the last few years have been perceiving the real-time consumer interactions and their changing consumer expectations that require different marketing approaches. Put simply, real-time marketing is no longer an easy marketing strategy, as Gartner noted, marketers still struggle to stay relevant in managing real-time customer engagement. The challenges faced today are not just around data and understanding behaviors but taking the right actions with the right tools to actually deliver real-time actions at scale.

Real-Time Marketing helps extend cross-channel orchestration armed with capabilities to listen and react to user signals on web, online store, or mobile app. With these insights, marketers can then decide on the next best action and trigger actions in real-time as part of their overall marketing strategy. Some of the key actions that marketers can take are personalizing the customer experience, supporting online actions via messaging, and ensuring the right incentives are in place for each user.

> "
> Over three-quarters of consumers (76 percent) said that receiving personalized communications was a key factor in prompting their consideration of a brand, and 78 percent said such content made them more likely to repurchase.
>
> — McKinsey & Company[1]

Journey Orchestration

Marketers have access to a full palette of drag and drop self-service design options — from simple to complex to real-time journeys — through a centralized journey design canvas. A library of standard journeys like Abandon Cart, Post Purchase, Winback helps marketers to engage and retain customers and to also re-engage the elapsed customers using simulated campaigns and triggering appropriate actions based on consumer behaviors.
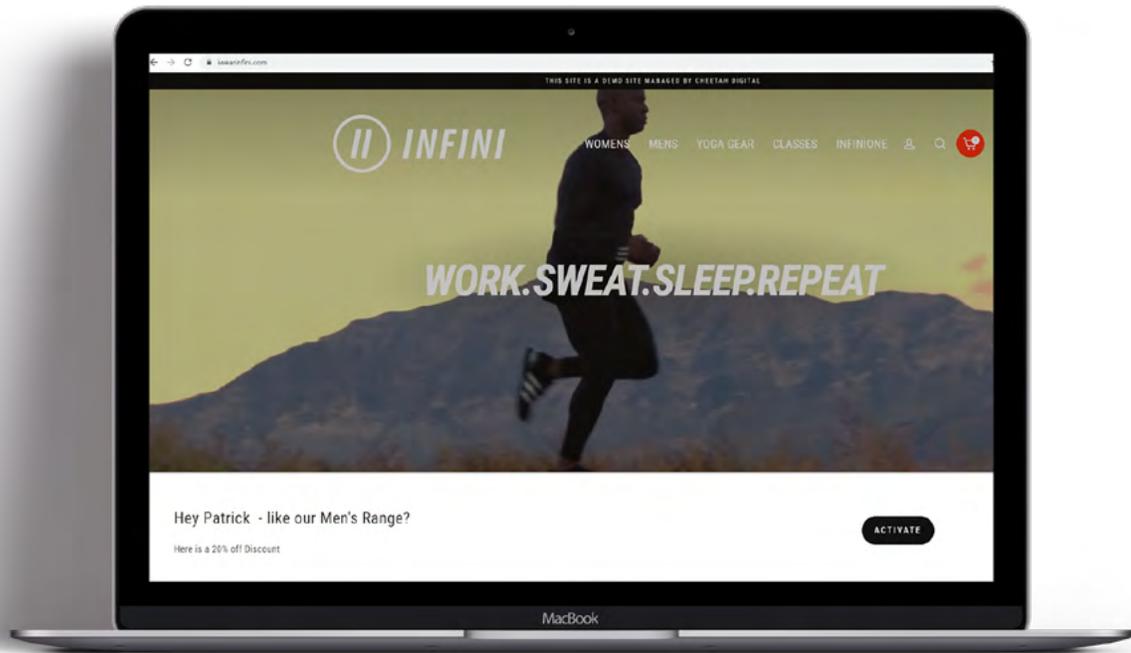
Smart Activation

Underlying Smart Sending Framework enables marketers to send messages at scale using email, SMS, and Push mechanisms at the right time. Cheetah Web Tag captures all real-time data events – including "browse product," "add to cart," "checkout," and "sign-up" – 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

Real-Time Marketing builds upon the captured real-time events, triggers, and batch data and further leverages an underlying decisioning engine to understand consumer behaviors and activities across the channels. The flexible rules engine can further help define, manage, and target offers that are consistently executed across multiple channels.

1. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying

Marketing in real-time with smart activation

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, and actionable analytics. Marketers can update and append customer profiles in real-time for ongoing engagement throughout the entire customer lifecycle.

Benefits

Boost Real-Time Customer Engagement

Real-time offers can be up to 10x more effective than traditional outbound campaigns.[2]

Increase Cross-Sell and Up-Sell

Drive cross-selling and up-selling by capturing real-time interactions and understanding consumer journeys to drive revenue by at least 20%.[3]

Increase Effectiveness and Conversions

React to real-time events and realize an uplift in clicks, opens, and conversions of over 300%.

2.   McKinsey
3.   *Targeted online marketing programs boost customer conversion rates, McKinsey*

Journeys

Abandoned Cart	Post-Purchase	Progressive Profiling

Smart Activation

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

Advanced Decisioning

Intelligent Offers (Rules)	Real Time Personalization	Journey Orchestration
Next-Best Experience	RT & Batch Decisioning	Activity Triggers

Single View of the Customer, Analytics & Integrations

Audiences	Profile & Preferences	Engagement Metrics	Activities & Events

Real-Time Marketing Solution Map