

Cheetah Messaging

Deliver cross-channel messages that resonate and delight

In today's connected world brands and marketers must address consumer engagement through more sophisticated methods. Consumers are time shifting (daypart), place shifting (location), and device shifting throughout their day and in many instances across devices within the same task. Marketers need solutions, technology, and support that enables them to scale successful efforts, execute more predictable campaigns, and become more programmatic in how they make decisions, personalize communications, and optimize real-time interactions across channels.

Cheetah Messaging is the interaction layer of Cheetah Digital's Customer Engagement Suite — designed for high volume enterprise email marketers. We provide an unparalleled ability to create scalable customer engagement programs through a privacy-compliant, best-in-class infrastructure.

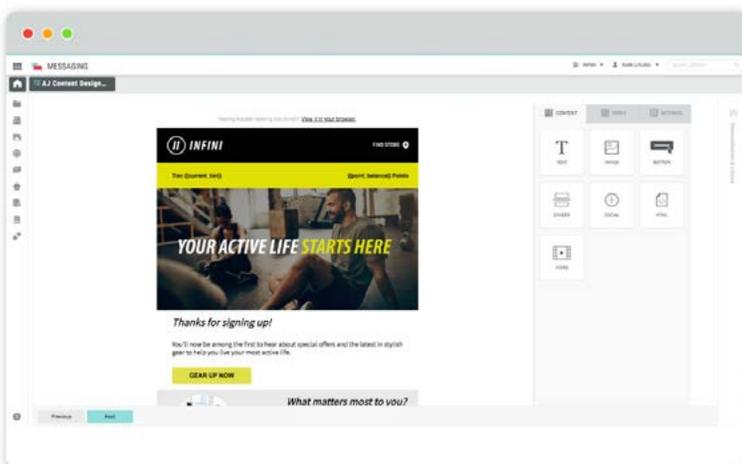
“What we like about Cheetah Messaging is the overall flexibility. It's not just email, it's a marketing campaign management platform. Before using Cheetah Messaging, we could only run a few strategic campaigns a month — now we are running several strategic campaigns a week. And more than just the platform, my account team is amazing — they are truly an extension of my marketing organization and they know our business inside and out.”

— Senior manager of eCommerce, Bass Pro

Features

Audience Segmentation and Rules Engine

Cheetah Messaging's drag-and-drop audience segmentation tools help you create customer segments and audiences in real-time. Queries process in milliseconds, revealing counts and segment details, and marketers can then apply any filter, exclusion, or prediction for exploration, decisioning, and targeting.





Content Management and Personalization

Cheetah Messaging includes an intuitive drag-and-drop interface that enables quick campaign design and deployment, enabling you to reach your customers with the individualized communications they expect and deserve.

A/B and Multivariate Testing

Our A/B and multivariate testing enables optimization of virtually every aspect of a message, including subject line, content, links, envelope information, and sending options; winning version can be deployed automatically.

Distributed Marketing

Cheetah Messaging's distributed marketing tool enables brands to interact with local markets using dynamic, on-brand marketing, unique loyalty programs, localized offers, promotions, earning opportunities, and rewards.

Cross-Channel Campaign Management

With Cheetah Messaging, you can quickly create and deliver scheduled or behaviorally triggered campaigns via email, SMS, push, or in-app messaging using one interface. Through our adaptable campaign workflow, users navigate through an intuitive campaign building process that includes audience selection, content creation, and then proofing, testing, and deployment of the message.

One Workflow, Many Channels

Cheetah Messaging makes it easy to quickly create campaigns and manage business rules for any channel with reusable assets, including audiences, segments, content blocks, and creative.

Email Tokenization

With Cheetah messaging, we store a tokenized representation of your customer's email address while maintaining the capability to personalize and track customer activity. At the time of sending, Cheetah Messaging will make an API call to a token service hosted by our clients to securely swap an email address for the token.

Message Archive Service

Cheetah Digital's archival service stores a copy of every message sent from Cheetah Messaging, capturing the content exactly as your brand delivered it — including all personalized and dynamic content. Elastic search and indexing technology allows you to search your archives based on any criteria found in the content, meaning customer service reps can quickly and easily reference messages while working with customers.

Benefits

Delight Customers Through Interactive Emails

With Cheetah Messaging, you can create an AMP-enabled version of a campaign, allowing you to — add image carousels; browse catalogs within emails; RSVP to events; fill out questionnaires; and automatically refresh content.

Personalization with Integrated Audiences

Cheetah Messaging is built upon the Cheetah Engagement Data Platform that aggregates customer data and events, in batch or real-time, into a singular platform that fuels cross-channel experiences, optimization, personalization, and contextual insights.

Automated Ad Targeting and Extending Reach

By incorporating automated ad targeting you can engage customers beyond direct messaging channels; cross-market between brands; retarget unengaged customers; and increase ROAS by including or excluding current customers.

“ A leading American low-cost airline saw a 15% increase in average order values by delivering personalized experiences with their messaging strategy”

— Fatemeh Khatibloo, Principal Analyst at Forrester