

Cheetah Engagement Data Platform

A single, accessible view of the customer

Data can make or break the mission for marketing success. For many brands, particularly those operating at enterprise scale, marketing data is frustratingly inaccessible, residing silos across different technologies. This challenge prevents a single view, which is useful in driving meaningful engagement across all touchpoints throughout the customer lifecycle. Marketers need a combination of demographic, transactional, and behavioral data, which helps deliver meaningful experiences and communications for consumers.

Marketing clouds don't offer the real-time data integration they promise. And while Customer Data platforms (CDP) are positioned in the market as the answer, they merely stitch disparate data together, unify it into a customer profile, segment it into audiences, and push them to your channel execution partners.

The Cheetah EDP is the foundation of our Customer Engagement Suite, which collects, unifies, and makes sense of data in the context of the moment. The EDP is tightly integrated with Cheetah Experiences, Cheetah Messaging, and Cheetah Loyalty for a cohesive, intuitive, and relevant experience for both marketers and customers.

“**Marketers don't need another system to store customer data; what they need is the ability to make data smarter, actionable, and connected across online and offline channels.**”

— Forrester Research, For B2C Marketers, Customer Data Platforms Overpromise And Underdeliver, October 26, 2018

Features

Enterprise Data Management and Streaming Data Ingestion

Cheetah EDP is a high-speed, highly scalable big data platform that can rapidly scale to shifting demand and is built on an open, modern Hadoop stack on AWS infra-structure. We collect, consolidate, and store all your customer-level, real-time, and historical marketing data, making it available for data aggregation, advanced analytics, and cross-channel activation and personalization.

Advanced Analytics and Reporting

Transform your data into valuable insights by building sophisticated, customized reports and dashboards based on campaign performance, operational activity, and customer behaviors and compare those against goals and trends. You can explore and gain data insights across channels and Cheetah Digital solutions.

Customer Decisioning and Trigger Engine

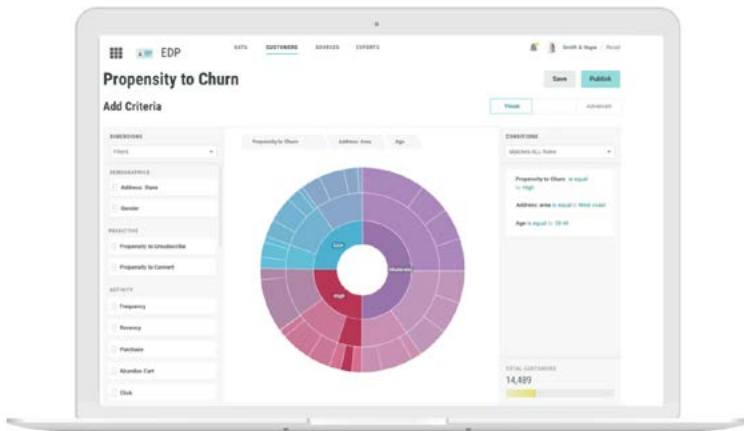
Our powerful, flexible rules engine enables multi-channel interactions based on sophisticated decisioning rules across our platform. Cheetah EDP listens for signals and once a behavior is observed, it will trigger the outcome, such as rewarding loyalty points, email or SMS, an experience, an offer, a segment or a third-party system.



Integrated Machine Learning

Our powerful machine learning engine helps marketers simplify, optimize, and customize how they market to their customers in several ways.

- **Predictions**, like our built-in propensity scoring, provide insight into which customers are likely to engage by opening or clicking an email or are at risk of churning.
- **Cluster analysis** discovers commonalities across your customer base to group similar customers by behavioral characteristics, patterns, and traits.
- **Send Time Optimization** enables deploying messages to each recipient based on machine learning models or their preferred time.



Connectors Framework

We support batch import and exports and are building real-time connectors through REST APIs and event listeners. You can even transform data values and formats using our predefined templates without IT involvement.

Smart Messaging

The Cheetah EDP provides a Unified sending framework across all channels, incorporating dynamic content, A/B/N tests, and updating audiences over time with new data points. Additionally, it enables Real-Time data and decisioning drives segmentation, personalization and optimization at send time, along with horizontal scalability for speed and performance.

Benefits

Single Accessible Customer View and Onboarding with Real-Time Data

Cheetah EDP's dynamic customer profile unifies real-time zero- and first-party data, including behavioral, event, and purchase data, to create a single view of your consumer. We match digital signals such as web clicks, email opens, offer redemption, purchase, and physical location to the customer profile, creating a data foundation for analytics and targeting across all Cheetah Digital solutions.

Comprehensive Data Platform for Marketers

Marketers can use simple guided UI workflows to customize and tailor to their unique predictive use cases. With EDP, marketers can integrate any customer data and deploy models against any target outcome variable of interest to detect all relevant "signals" needed to maximize marketing potential. Moreover, Marketers can build segments, analytics and personalization from customer model scores.

Global Secure Deployment

Cheetah Digital safeguards customer and company information through industry-leading data encryption, strict security standards, and compliance with SOC 2 Type 2 and EU General Data Protection Regulations.