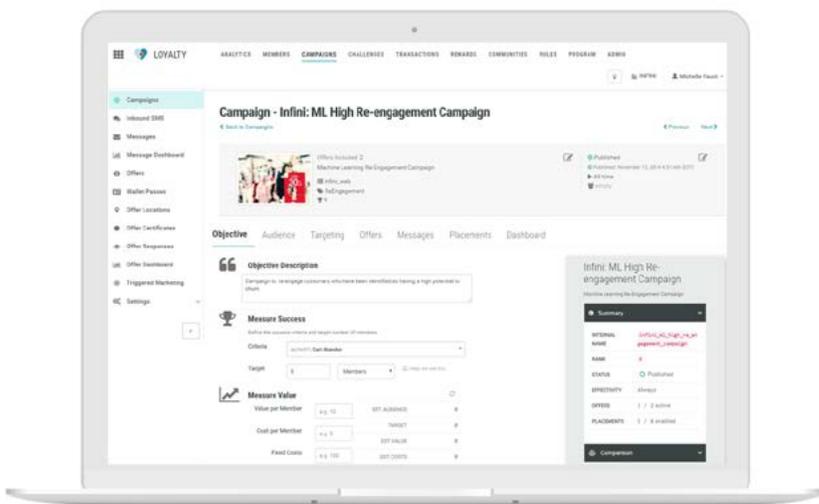


Cheetah Loyalty

Grow meaningful customer relationships with loyalty solutions

A meaningful, lasting, and emotional connection between your brand and customers is the ultimate goal. This requires the orchestration of activities and outcomes that drives engagement in every touchpoint, throughout the customer lifecycle, from acquisition to retention. According to Forbes, a company's profitability can increase by up to 75%, with the achievement of only a five percent increase in customer retention.

Cheetah Digital offers Cheetah Loyalty technology and services that deliver an end-to-end loyalty marketing solution, going beyond points and rewards programs. As a part of the Customer Engagement Suite and powered by the Cheetah Engagement Data Platform, this best-in-class solution- for enterprise mobile, web, email, and social capabilities, enables engagement that can transform your customers' experiences and increase their visit frequency, spend and loyalty.



“ Thanks to Cheetah Loyalty we're now able to quickly evolve historical campaigns to make them fresh and new and are successfully meeting all of the requirements and expectation of our guests on the loyalty program front.”

— Jason Siska, Director of Loyalty and CRM, CraftWorks Holdings, Inc.

Features

Points Engine

The Cheetah Loyalty solution enables brands to award points and elevate customer statuses with a powerful, flexible rules engine.

Offer Management

Our flexible rules engine can help define, manage, and target offers that are consistently executed across multiple channels. Most importantly, brands avail of ML-Optimized offers. Moreover, the solution allows you to create smarter offers like single-use coupons and closed-loop offers recognized at POS instantly.



Loyalty Program Management with Customer Status and Tiers

Our flexible rules engine enables you to award points, manage tier status, and issue offers, such as physical and digital goods, stored value gift cards, and surprise rewards. Sweepstakes and contests can be created to give more substantial prizes. Our badge feature awards status badges that customers can share on their social networks.

POS Integration

Our many integrations at points of purchase mean you can capture in-store and online purchases through deep integrations with leading POS and ecommerce providers. Additionally, you can collect purchases from 3rd-party receipts via email or photo upload.

Purpose-Built CMS

Cheetah Loyalty has a built-in CMS for managing creative content that supports offers, challenges, rewards, contests, and messages. With our CMS, marketers have an easy-to-use interface and a workflow process for reviewing changes in draft form before they become visible to the larger consumer population.

Mobile Wallet

Our Mobile Wallet capability helps you manage stored value and gift card balances. Reload via integrations with Apple Pay and Android Pay.

Interactive Content and Gamification

Engage customers to boost loyalty through exciting activities like interactive surveys that collect voice of the customer feedback, challenges that incentivize user-generated content and social media engagement, and games that drive participation via individual, friend, and team leaderboards.

Instant Analytics and Intelligence

Ready-to-use loyalty dashboards, segmentation, and intelligence empower marketers to analyze consumer profiles, preferences, and behaviors, and use these insights to target campaigns and personalize messages and offers. Model Insights dashboard reports expected revenue and redemption rates by recommendation type/offer, allowing adjustments before campaign launch.

Benefits

Build loyalty and Increased Advocacy with Ongoing Value Exchange

At Cheetah, we realize that building emotional loyalty requires more than just tracking and rewarding transactions. Cheetah Loyalty solves this with a value exchange that extends beyond the purchase and that can be achieved by combining a traditional points and rewards programs with a wide variety of engaging, personalized experiences, status achievement, and recognition to make your customers feel known and appreciated.

Cross-Channel Orchestration and Engagement

With Cheetah Loyalty and its native integration with Cheetah Messaging, Brands can develop impactful, personalized customer communications as real-time triggered campaigns or scheduled campaigns in email, SMS, Push, wallet, or in-app messaging.

Enhanced Revenue and Customer Lifetime Value

Our end-to-end advanced loyalty capabilities enable a combination of traditional points and rewards programs with personalized experiences, status achievement, and recognition to make your customers feel known and appreciated. These capabilities with optimized offers further engage, reward, and incentivize customers so that brands realize increased revenue and enhanced Customer LifeTime Value (CLV).