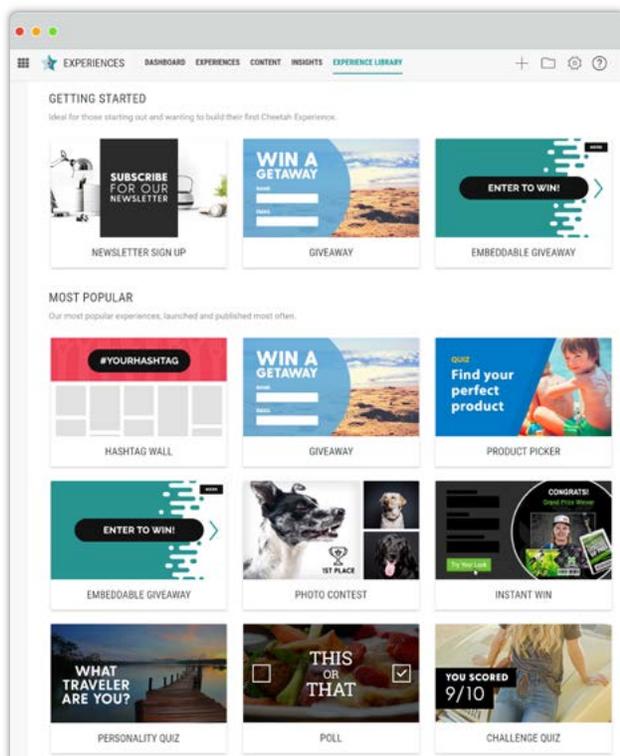


Cheetah Experiences

Collect Valuable Data through Personalized Experiences

Consumers today expect highly relevant and personalized, communications, offers, and content at every brand interaction. They also demand data privacy and are increasingly suspicious of brands who appear 'creepy' by surveilling their activities and initiating overtly promotional campaigns based on these observations.

Cheetah Experiences gives brands and marketers the power to select from a library of more than 85 pre-built experiences – including surveys, polls, quizzes, games, sweepstakes, and more – and collect deep, self-reported information on motivations, intentions, and interests, at scale. Marketers can quickly and easily publish experiences to any owned, earned, or paid digital channel – including websites, microsites, mobile apps, in-venue screens, or social stories – without the need for custom development work.



“Zero-party data is data a customer intentionally and proactively shares with your brand. When marketers use inferred data to customize communications, there's a very real chance they'll get it wrong.”

– Fatemeh Khatibloo, Principal Analyst at Forrester

Features

Collection of Innovative Experiences

The Cheetah Experiences Library is an ever-growing collection of more than 85 innovative, pre-built digital experiences and services that can be published across any digital touchpoint.

Grow Your Customer Database

With Cheetah Experiences, you can seamlessly acquire core customer data, such as name, address, email address, and marketing opt-ins, and offer something of value in return. All data can be securely integrated into your marketing technology stack, CRM, EMP, CDP, and analytics tools, triggering timely emails and personalized campaigns that deliver business results.



Collect Zero-party Data

Cheetah Experiences is built around a zero-party data strategy, enabling non-technical marketers to gather important data and insights, understand their consumers, and power one-to-one marketing programs.

Integrated Marketing

All of the data you collect, including first- and zero-party data, can be viewed in Cheetah Experiences and integrated with any Cheetah Digital technology. This allows you to understand and analyze the usage and performance of experiences, trigger personalized emails with timely messaging, and further segment your audience to present tailored experiences, content, and offers to re-target them over time.

Enterprise Scale

Enterprise customers can easily enhance their account hierarchy, ensuring appropriate brand and market controls as well as enabling single sign-on providers to centralize user management. Customers can also combine the power of Cheetah Experience with other custom solutions using JavaScript, HTML, CSS, and our APIs.

Data Compliance & Privacy

Cheetah Experiences provides the data you need to make the right connections with customers. Compliance and privacy are at the core of what we do, and we invest in a number of important areas, including: Fine-grained control over your team members' roles and permissions; NIST password guidelines, reducing the risk of compromised access; Customizable Data Retention with Automated retention management at scale; Consent and marketing opt-ins management; and GDPR Compliance.

Benefits

Create Interactive Experiences

Cheetah Experiences' pre-built, interactive experiences are designed for enterprise organizations. We help you to - save time ideating digital marketing campaigns; rapidly localize campaigns to any market; and configure and personalize campaigns without a developer's assistance, using out-of-the-box, drag-and-drop functionality.

Involve Fans & Encourage Advocacy

Cheetah Experiences helps build experiences that leverage user-generated content in a natural way, harnessing the power of loyal brand advocates in a contextually relevant channel. Easily discover and curate content to see the commercial benefit of UGC-powered websites.

Deliver highly personalized and contextual experiences

The preferences, insights, motivations and desires you learn about customers enable you to create segmented groups with the granularity required to target you them with tailored experiences, content and offers.

“ A Retail sports and apparel brand leveraged local, member-only promotions to build brand loyalty, drive repeat purchases and increase spend, which saw the loyalty program grow to 3M members nationwide.”

— Fatemeh Khatibloo, Principal Analyst at Forrester