

Real-Time Personalization

Engage with customers and prospects in personalized, in-moment experiences

Delivering a relevant, engaging, and contextual experience at the speed and cadence that a consumer needs it has long been a challenge for brands. The underlying complexity of data silos negatively impacts brands' abilities to react and respond with the right content, offers and experiences in web and digital channels.

Cheetah Real-Time Personalization enables marketers to capture real-time data events on web and mobile devices and deliver the next best experience. These real-time data events are fed into the Cheetah EDP to provide a more comprehensive, updated view of the customer, and allow marketers to apply offers and product recommendations in real-time for onsite and digital retargeting.

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Real-time offers and content can be 10x more effective than traditional outbound marketing campaigns

—Gartner

Capabilities

Real-Time Experiences

In order to deliver targeted experiences, Cheetah captures real-time data events on web and mobile devices leveraging the Cheetah Web Tag. The web tag is used to capture web session insights, to track visitor behavior (including anonymous visitors), and to display personalized offers.

Use Cases

The information captured with Cheetah Web Tag- in the form of Profile and Event data- is utilized in a variety of different contexts within the Customer Engagement Suite, such as:

- Site Targeting/Retargeting: Gather data and insights to identify customer behaviors across web site visits and browsing history to produce a more personalized user experience.
- Triggering: Automatically execute a process based on an identified consumer activity, or on a particular attribute value.
- Segmentation/Targeting: Select customers based on behavioral or demographic attributes.
- Messaging: Contact customers via email, SMS text, and push notification channels.

- Offer Management: Apply targeted offers and product recommendations in real-time based on web events and emails.
- ML-Driven Content: Use sophisticated statistical modeling techniques to optimize message delivery, to cluster consumers into groups, and to measure customer propensity to perform a desired action (e.g. click or open).

Real-Time Events

Cheetah Real-Time Personalization ingests streaming events data based on the actions taken by customers, and stores in an “event stream” that logs the entire sequence. This real-time event data then feeds into the Cheetah EDP to update the customer profile. Events are fully customizable based on business requirement rather than created or submitted by Cheetah Tag for any Events. Some common examples of Events include “browse product,” “add to cart,” “checkout,” and “signup.” Marketers can define Events with custom parameters, which can then optionally be used to update consumer attributes in EDP.

Real-Time Content

Take advantage of the Customer Engagement Suite capabilities to leverage targeted offers that get displayed to customers (both anonymous and identified) via various channels, such as web, mobile, or email. Marketers can also leverage Machine Learning models to determine the “best” offer to grant a consumer in order to increase relevance, engagement, and revenue.

Sources

1. The Relevancy Group
2. Golluscio, Elizabeth, et al. “Make Your Customer Engagement Hub Real Time With Continuous Intelligence.” Gartner, ID: G00366640, 8 Nov. 2018
3. <https://www.cheetahdigital.com/client-stories/thun-builds-emotional-brand-loyalty-across-channels>

Retargeting

Data collected by the Cheetah Web Tag can be used to personalize email, SMS text, and push notification content sent via Cheetah Messaging. Cheetah enables retargeting campaigns that reference the customer's previous web browsing history and product preferences. This Retargeting capability helps marketers configure triggers or create new ones, select journeys and audiences, and choose products to recommend.

Benefits

Increase Revenue and ROI

Drive 17% higher revenue¹ through advanced personalization and cross-channel strategies with increased call-to-actions to reduce marketing spend and for better conversions.

Deliver More Effective Content

Real-time offers can be up to 10x more effective than traditional outbound campaigns².

Cross-Sell and Up-Sell Optimization

Target customers with offers, promotions optimized for cross-selling and upselling, resulting in an 80% increase in engagement, 126% in average player spend and as much as 28% increase in new members³.

Deliver Targeted Messages on Websites and Mobile

