Intelligent Offers

Optimize Experiences with Marketing Insights and Machine Learning

In an increasingly digitized world, consumers expect relevant, personalized offers from their interactions with brands across all channels and touchpoints. Once marketers generate real-time data and insights about consumers, marketers still face the challenge of reaching consumers in cadence with the right offers at the right time. In today's day and age, offers can be messages, images, content, programs, coupons, 'thank you' messages and various other key customer engagement mechanisms that are deployed in real-time.

Cheetah Intelligent Offers, a part of the Cheetah Personalization solution, allows marketers to design and personalize content for individualized "in-moment" experiences using advanced analytics and machine learning. Marketers can seamlessly manage content in various forms - messages, text, images, and many other forms- and apply machine learning to optimize offer selection, targeting and more. Our ML-driven intelligence engine generates the next best offer and the next best action strategies to drive conversions and reduce customer churns.

> **80% of consumers were positively influenced into sharing personal data with companies when they received special offers or data-enabled benefits**
>
> —Forbes

Features

Offer Management
Intelligent Offers allows marketers to design and personalize offer content for individualized experiences. Intelligent Offers supports an expansive library of offer types, including item and check discounts, promo codes, and certificates. Launching offers is remarkably easy, and its unparalleled flexibility enables marketers to make content changes in just minutes.

Offer Intelligence

Offer Intelligence enables marketers to apply machine learning to rank, score and prioritize offer selection. The flexible rules engine can help define, manage, and target offers that are consistently executed across multiple channels. Using ML-Optimized offers, marketers can create smarter offers like single-use coupons and closed-loop offers recognized at POS instantly.

Offer Optimization

Offer Optimization extends the benefits for marketers with an ability to generate the next best offer and next best action on websites to propel conversions. Advanced analytics capabilities enable brands to continually maximize offer performance. By monitoring and optimizing programs in real time, marketers will inspire advocates to promote theirbrands with friends and family.

Benefits

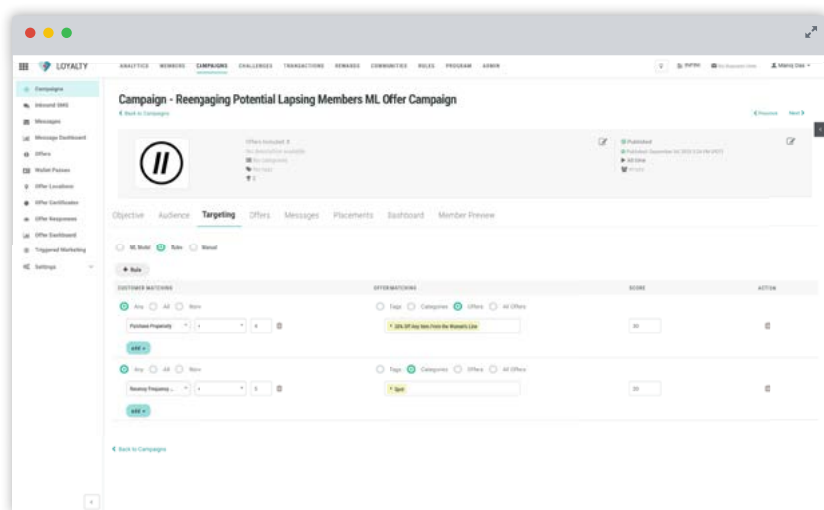### Enhanced Customer Engagement with Better Response Rates

Increase email response rates to 87% with personalized real-time, context-based decisions for the next best offer at the right time to boost customer loyalty[1].

Improved Marketing Efficiency

Enhance marketing spend efficiency by up to 30% with marketing insights[2] that help you get the best results from consumer interactions in real-time across offline and online touchpoints.

Increased Customer Engagement with ML-Optimized Offers

Leverage machine learning models to deliver targeted offers and recommendations with optimized content consumption to boost customer engagement and competitive advantage.

Offer Optimization with ML

Sources

1. https://www.evergage.com/wp-content/uploads/2018/04/Evergage-2018-Trends-in-Personalization-Survey.pdf
2. The future of personalization—and how to get ready for it, McKinsey, June 18, 2019