

# Cheetah Customer Engagement Suite Platform Integrations

## Overview

The Cheetah Customer Engagement Suite enables marketers to drive revenue, build lasting customer relationships, and deliver a unique value exchange across the entire customer lifecycle. The Cheetah Engagement Data Platform (EDP) is the foundational data layer of the Customer Engagement Suite, which collects, unifies, and makes sense of data in the context of the moment. The platform integrations and data connectors provide a single, accessible view of customers that helps marketers understand customer behavior and anticipate how to optimize engagement.

## Integrations

The Cheetah EDP allows you to access and ingest data from various sources such as cloud-based storage, 3rd party software applications, and many others, including all Cheetah solutions. Examples include:

## Platform Data Connectors

The Cheetah EDP includes connectors for batch import and exports and support for real-time connectors through REST APIs and event listeners. Data values and formats can easily be transformed using predefined templates without IT involvement, which allows for easy access to external data sources, including Hive, Amazon S3 (AWS), Snowflake and SFTP.

## APIs

The Cheetah EDP APIs allow for access to most external software applications. The suite of APIs can programmatically access, update, and query all data within the platform. Connect to and support data activation to any system you have, ensuring all your data is in a central location.

## Commerce & POS

Increase cross-sell and re-engagement strategies by incorporating web behavioral data into a customer profile to help deliver the right content at the right time, resulting in increased engagement, revenue, and customer lifetime value. Integrations include Magento, Shopify, Aloha, Micros, and POSitouch.

## Tag Managers

Incorporate behavioral data from the Cheetah Personalization tag and third party web and mobile platforms into a customer profile that drives better analytics, segmentation, and cross-channel engagement. Integrations include Tealium, Adobe Tag Manager, and Google Tag Manager.

## Advertising

Improve advertising performance and reduce costs and data latency, with more accurate target audiences based on smarter segmentation. Integrations include Facebook/Instagram Custom Audiences and Google Ads.

## Content Management

Integrate content into cross-channel strategies that increases engagement, conversions and click-throughs. Integrations include Adobe, Sitecore, and SAP Hybris.

## Mobile

Integrate customer profile data, analytics, and cross-channel strategies with mobile solutions to create contextual and dynamic experiences, across mobile channels, like SMS, mobile push, in-app and mobile web. Integrations include Swrve, Twilio, Urban, and Sinch.

## Analytics

Leverage data from your analytics platforms to enrich customer profiles and optimizing machine learning in the Cheetah EDP. Integrations include Adobe Analytics and Google Analytics.

## Personalization, Marketing, Deliverability and Email

Leverage investments in 3rd party solutions that enhance email marketing and personalization strategies. Integration examples include Persado, Movable Ink and LiveClicker for interactive content and email personalization; SmarterHQ and Bluecore for remarketing; ReturnPath for deliverability; Salesforce Marketing Cloud for integration into a 3rd party ESP.

## Benefits

### Increase Customer Engagement, revenue and brand advocacy

Deliver more efficient and effective campaigns with relevancy, timeliness and better personalization.

### Reduce costs by consolidating databases and data platforms

Save time and money by consolidating customer information into a single customer view.

### Improve operational efficiencies

Reduce complexities, redundant data and errors through enhanced data access, management and segmentation.

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**Only 33% of all marketing organizations believe they have achieved mastery in data-driven marketing.**

—Gartner,  
2019/2020 CMO Survey Spend