Cheetah Digital
for CPG & FMCG

Consumer Packaged Goods (CPG) marketers have historically faced challenges related to selling their products through third parties and miss out on opportunities to connect directly with consumers. The result is missed opportunities to connect and engage with customers, which can grow customer lifetime value, increase brand loyalty, and drive brand advocacy. Many CPG brands are turning to interactive experiences to gather the permissions and preference data required to build direct-to-customer relationships and make meaningful connections through personalized interactions across all channels throughout the customer lifecycle.

Marketers much engage with customers across multiple channels, which must take into account how those channels work together and where a customer is in the customer journey. This requires a single, accessible view of the customer, the ability to orchestrate personalize interactions consistently across all channels, and measure marketing results. However, this can be a challenge with too many marketing tools deployed by channel, where data, interfaces, and marketing teams operate in silos. This results in an inability to connect with customers and drive meaningful outcomes.

Key Benefits

Increased Engagement

Drive revenue, build lasting customer relationships, and deliver a unique value exchange throughout the entire customer lifecycle.

Marketing Efficiency and Lower Costs

Lower costs and reduce risks by consolidating marketing technology on to a single platform for email and cross-channel strategies.

Better Informed Marketing Strategy

Increase ROI with the right content to the right person in the right channel.

> " We have demand from markets who want to activate the idea based on the results, which has been a completely new way to validate a concept."
>
> — Global Digital Brand Manager, Reckitt Benckiser

CHEETAH DIGITAL

Key Features

The Cheetah Customer Engagement Suite empowers the CPG marketer to create personalized direct-to-consumer relationships. This starts with enabling CPG brands to collect, own, store, segment, and action their data across all channels, offering value to their consumers at every stage of the customer life cycle.

Single, Accessible View of the Customer

Easily define and deploy rules for earning, redemptions, The Cheetah Digital Customer Engagement Suite provides a single, accessible view of the customer, machine learning, native omnichannel touchpoints, and solutions that drive customer acquisition, loyalty, and retention. The Cheetah EDP helps marketers understand and anticipate customer behavior with robust, accessible analytics and machine learning.

Manage Zero-party Data at Scale

Acquire zero party data, including gathering opt-ins and preference insights with interactive experiences that can be published to every digital channel. Marketers access a library of over 85 pre-built, interactive experiences to connect with consumers while collecting actionable data.

Omni-channel Engagement

Deliver personalized, contextual and engaging interactions across all customer touchpoints. Marketers manage every campaign and channel in a single interface, making it easy to build contextual communications that deliver a value exchange across every interaction.

Journey Orchestration

Manage and orchestrate interactions across all channels throughout the customer journey. Journeys can be modified to fit the nuances and needs of each organization's business objectives, including journeys for onboarding, abandoned cart, win-back, progressive profiling, anniversary, as well as delivering personalized experiences the moment a customer engages with your brand.

Customer Loyalty Management

Reward customer behaviors, build lasting relationships, and deliver value at every interaction with our scalable loyalty solution. Marketers can deliver frictionless interactions that exceed your consumer expectations, increase their visit frequency and spend, and drive the advanced loyalty CPG brands crave.

REQUEST A DEMO

Learn how you can build meaningful customer relationships at scale.