



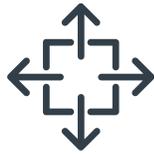
SPARKFLY



CHEETAH DIGITAL

Accelerate your digital transformation, transform your loyalty, and harness the power of personalization with a combination of offer management and cross-channel engagement.

Together, Sparkfly and Cheetah are showing brands that digital transformation is one part actionable data, one part personalized experiences, and one part lifetime customer value.



SUPREME SCALABILITY

Cheetah's CRM and data solutions scale when customers' demands change, and combined with Sparkfly's real-time, bi-directional POS technology, you get loyalty upgrades and a more sophisticated experience.



ADVANCED AGILITY

Even before COVID-19, we knew customers were interacting with brands in so many different ways — from in store to in app, SMS, social media, and more. That's why we focus on dynamic, seamless technology.



THE FULL GAMUT OF SUPPORT

Combined, we support real-time loyalty member tracking and 1:1 offer distribution and redemption — while also gathering purchase data for future segmentation and personalized retargeting possibilities.



FULL-FLEDGED JOURNEYS

Thanks to the connection between Sparkfly's offer and transaction capabilities and Cheetah's CDP, CRM, and contact center capabilities, we can create individual journeys that make sense for every customer.



REAL-TIME RESULTS

We both know that real-time data is the only way for merchants to learn more about their customers and design personalized interactions that customers crave, while staying one step ahead of competitors.



A POST-PANDEMIC PACE

The pandemic got customers used to having all of their cravings a finger tap away, which is why we're always working on new ways for merchants to keep up their pandemic pace of innovation post-pandemic.



BIG BRAND BOOSTS

If you've ever redeemed a loyalty offering from Outback Steakhouse, Carrabba's Italian Grill, or Bonefish Grill, you've gotten a taste of the digital transformation that's resulted from our partnership.



AN EMPOWERING ENVIRONMENT

Part of the reason we teamed up is because both companies believe in empowering marketers with ways to innovate faster, meet ever-evolving customer expectations, and make every interaction a memorable one.