

CHEETAH DIGITAL

WWW.TAGGUN.IO

# How a marketing platform secured new clients with automated receipt validation

## A TAGGUN Case Study

### About the partner, Cheetah Digital

Cheetah Digital is a global customer engagement suite that provides a rich marketing platform for more than 3,000 brands in 13 countries.

Cheetah empowers enterprise marketers to build meaningful and life-long relationships with their customers. As Cheetah's clients began to request marketing capabilities that were more intelligent and automated, Cheetah Digital sought to integrate OCR receipt scanning and reached out to Taggun.

### Cheetah Digital's ambitions

Cheetah wanted to create a consumer-facing "exchange-for-value" solution that could reliably validate and extract information from any retailer's receipts.

### The TAGGUN partnership delivered

- Custom AI model solutions within 4 weeks.
- Increased customer engagement by over 30%.
- Predictable and transparent pricing to stay within budget.



## TAGGUN gave Cheetah benefits such as:

- ✓ Simple and direct API integration
- ✓ Real-time proof of purchase validation
- ✓ Managed and optimised AI models
- ✓ Custom data extraction

## Why Cheetah chose to buy instead of build

Brands are continuously evolving and on the hunt for effective and efficient solutions for their challenges. Keeping up with their marketing demands is time-consuming and cost intensive. Cheetah Digital understood that by integrating with Taggun's simple API they could provide cutting edge AI and continue to focus on building great experiences within their own platform.



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Cheetah Experiences are built around a zero-party data strategy, enabling non-technical marketers to gather important data and insights, understand their consumers, and power one-one marketing programs.

Working with Taggun gave us the ability to accurately collect customer data enabling us to deliver highly personalized experiences.

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Terry Mesfut,  
Director of Strategic Alliances

## Cheetah's journey

- A Client engaged Cheetah to gain insights into the purchasing behaviour of their consumers
- Cheetah partnered with Taggun to provide a marketing solution that could both validate and extract key information from any retailer's receipts
- Receipts uploaded by the consumer to the campaign website were validated and extracted in real-time utilising Taggun's Receipt scanning API
- High-quality receipt data and customer information was submitted to Cheetah's Experiences platform for further analysis

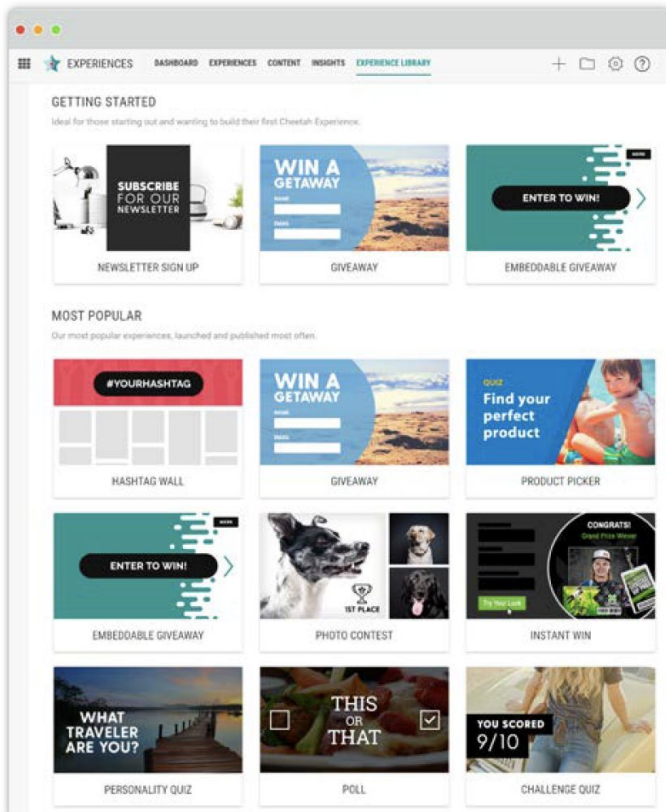
## Custom AI models

Cheetah's clients benefitted from Taggun's **pre-built** models to extract:

- Retailer name
- Retailer address
- Invoice date and time
- Tax and total amounts

To optimize Cheetah's experience, Taggun created **custom** models to extract:

- Curated retailer names
- Structured addresses
- Information about the retailer
- Quantity, price and descriptions of over 50 specific branded products



## Automatic receipt transmission that doesn't suck

If you want provide your clients with cutting edge AI, then we would love to hear from you. Register on Taggun's [website](https://www.taggun.io) and try it for free.