



CASE STUDY

Life Sciences Company Secures Value in a Unified Customer Profile

The Redpoint CDP

Why

A global life science company needed a customer data platform (CDP) to enrich its data and marketing capabilities, particularly to map individuals to specific B2B parent accounts and enable identity-driven engagement to personalize the customer experience.

Requirements included:

- The creation of real-time customer segments; traits and personas based on transactional, behavioral, B2B and offline data points
- Orchestration of marketing automation and personalization at scale across multiple channels, using first-party data from various sources

What

The company chose the Redpoint CDP to champion its data initiatives as the CDP best qualified to orchestrate marketing personalization at scale.

- All data quality processes and tunable identity resolution at the point of data collection to keep pace with voluminous amounts of disparate data at the speed it comes in.
- Complete, real-time unified customer profiles to profitably differentiate one customer from another, even if they work in the same lab or share a parent account.
- An open garden architecture to maintain existing MarTech infrastructure with confidence that the introduction of new channels or point solutions will not render its data foundation redundant.

Wow

Unified all available data in a single source of truth enabling superior customer experience optimized for the channel of interaction and in the cadence of an individual customer journey.

- **Precision in identity resolution** for each individual end customer and accurate mapping to parent accounts
- **Improved data activation and segmentation** for digital marketing, data science and advanced analytics
- **Optimized personalization** aligning customer and prospect behavior with the next-best action
- **Increased operational efficiency** by centralized data and campaign management and enhanced marketing automation