# Take Action Across Channels with RedPoint Interaction™

To engage customers, every interaction must be relevant and compelling. This means every channel and touch-point, both digital (web, social, mobile, etc.) and traditional (mail, phone, in-store, etc.) must be able to deliver personalized messages. And these messages must be orchestrated across channels and over time to build a continuous dialogue with each customer.

RedPoint Interaction enables marketers to design and execute cross-channel customer engagement programs. Both campaigns and real-time marketing rules are easy to build with RedPoint's graphical user interface. Any channel can be used for execution. Results are tracked, analyzed and used to improve future efforts. And team members can use collaboration tools to ensure all work is aligned and coordinated.

More than just a design and execution environment, RedPoint Interaction serves as a centralized point of operational control for marketing organizations, helping to avoid the fragmentation and silos that can undermine successful customer engagement.

## Key Features of Redpoint Interaction

### PLANNING AND COLLABORATION

- Hierarchical planning structure to capture multiple levels of a marketing plan and show relationships between parts.
- Flexible, user-defined metrics to set goals, capture results, track budgets and expenses.
- Facilitated team collaboration through an in-app social message service and wiki.
- Approval routing mechanism for any object created in the system.

### CAMPAIGN MANAGEMENT

- Audience selection, segmentation, offer assignment.
- Cross-channel, multi-wave campaigns with one central point of control.
- Triggered campaigns based on customer behavior.
- Large-scale A/B and multivariate testing with just a few clicks.
- Data model-agnostic, capable of leveraging any existing enterprise or industry-specific data models.

### REAL-TIME INTERACTION MANAGEMENT

- Real-time rules and scoring for personalizing live customer interactions.
- Can factor in current context and existing customer profile data.
- Rule-builder tool and pre-built rules for common scenarios.
- Separate execution environment for scaling to meet any performance demand.

### DASHBOARDS, REPORTING AND CALENDARS

- Configurable, role-based user interface to put often-used functions at users' fingertips.
- Standard reports available as out-of-the-box templates, or choose any third-party reporting tool.
- Calendar with all marketing programs on display, showing timing relative to each other.

### MESSAGE DESIGN AND DELIVERY

- Design environment for emails, landing pages and other digital messages with dynamic, personalized content.
- Integrated content management and pre-built integration with third-party content systems.
- Pre-built integrations with many leading email service providers, mobile delivery services, social media platforms, and other channels.
- Software Developers Kit (SDK) for easy connection to new channels.

### ANALYTICS AND PERFORMANCE TRACKING

- Visual exploration and selection of customer data using Venn diagrams, maps, cross-tabs, pivot tables, and more.
- Complete contact and response history captured in the primary customer database.
- Multiple attribution methods to evaluate marketing results and guide future efforts.

## What Makes RedPoint Different?

➤ Powerful enough to satisfy the most sophisticated users, easy enough for beginners to use.

➤ All capabilities built into one product, not multiple, loosely-connected modules.

➤ Pre-built integrations to leading email service providers, mobile messaging services, social media and other channels.

➤ Architected for fast, low-TCO, and non-disruptive implementation and maintenance.

➤ Any deployment option available: SaaS, on-premises, hybrid, appliance.