



## Real-Time Marketing Helps Marketers Think Beyond Campaigns

Today's marketers need to be responsive. In our high-speed world traditional outbound campaigns simply are not effective at engaging customers and prospects. It's too easy for people to block or ignore the marketing messages you deliver to their inbox or mailbox.

To accelerate customer engagement, you need to complement outbound delivery with relevant triggered and real-time personalization during inbound interactions.

When someone initiates contact with your company on their own – by browsing your website, calling your service center or using your mobile app – they expect appropriate and quick response. These moments of inbound engagement are precious.

You not only need to deliver what the person is asking for, but also offer relevant, real-time messages to engage the person further.

**With RedPoint's real-time marketing capabilities, now you can.**

*"In the next five to seven years, businesses that rely strictly on historical views of their customers as the foundation of marketing will miss the opportunity to compete in a real-time world that is fueled by social, mobile, information and cloud (characterized as the Nexus of Forces). Chief marketing officers who make decisions on history will put their market share at risk and potentially — their very survival."*

Gartner, Hype Cycle for Digital Marketing, 2013\*

## RedPoint Real-Time Marketing Capabilities and Benefits

- Real-time triggered and transactional messages in campaign design allow for the sending of timely and contextual communications to consumers to drive higher conversion rates.
- Adjust offers and content in real-time based on customer location, time of day, referral page or other data attributes to optimize targeting and effectiveness.
- Personalize customer interactions using a real-time rule-builder or machine learning. Pre-built rules for common scenarios accelerate set-up and scale personalization.
- Centralized rules engine simplifies managing rules across touchpoints to ensure consistent messaging.

## Where You Can Use RedPoint Real-Time Marketing

- On websites, to increase conversion or lengthen visits
- On mobile devices, to prompt action when near a specific location
- In social network apps, to create more advocates
- In call centers, to retain and cross-sell/up-sell
- In stores or branches, to engage customers on the spot
- At the point-of-sale (POS), to get customers back sooner
- On in-store kiosks, to influence that day's purchase

## RedPoint Global's Real-Time Marketing Capabilities Deliver Real-Time Results



Decisions can factor in current context and what's already known about the person, allowing for true data-driven customer engagement



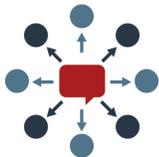
**Every interaction is relevant and engaging**



Pre-built rules provided for common usage scenarios; new rules are easily and dynamically added



**Perfect blend of a fast start and future flexibility**



Architected to scale to meet the most rigorous performance demands



**Fast responses to fit the digital age**



Each interaction becomes part of the customer's cross-channel contact & response history



**Inbound is part of a cross-channel dialogue**

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