



RedPoint named a Leader and highest ranked in cross-channel Integration in The Forrester Wave™: Cross-Channel Campaign Management, Q3 2014

RedPoint Interaction



Engage Your Customers, Simplify Your Environment

To drive growth in the digital age, you need to engage your customers in a continuous dialog, using relevant, timely messages to interact with them through their preferred communication channels. With RedPoint Interaction™ you can define your audience and execute highly personalized, cross-channel campaigns – all from a single visual interface. This simplified environment frees you up to create the compelling experiences that will keep your customers actively engaged with your brand.

Define your target audience – Create rich customer profiles using virtually any data source – including enterprise databases and third party sources.

Generate highly personalized, real-time interactions – Increase conversions by tailoring offers with up-to-the-moment information using RedPoint Interaction's powerful real-time decision engine.

Simplify cross-channel campaign orchestration – Coordinate your messages over time and across channels – digital, traditional, inbound, outbound – from a single, easy-to-use graphical user interface.

Leverage a digital communications hub – Connect easily with an ever-expanding array of communication channels: email providers, mobile messaging services, social media platforms, digital asset management systems and more.

Simplify testing, reporting, analysis – Perform large-scale, cross-channel version testing with a few simple clicks. Track and report results to gain insight and improve future plans.

Create a culture of collaboration – Facilitate teamwork with integrated collaboration tools. Plan, budget and track results transparently. Resolve issues faster and promote sharing of best practices.

Stay flexible and run lean – Choose the deployment model that best suits your environment: hosted, on-premise, or hybrid. Our solution is architected for fast, non-disruptive implementation and low total cost of ownership.

Key Features of Redpoint Interaction

CROSS-CHANNEL CAMPAIGN MANAGEMENT

- Intuitive, drag-and drop interface streamlines campaign creation – from simple campaigns to multi-channel, multi-stage customer journeys.
- Configure, schedule and deploy email, social, mobile, direct mail, and web interactions using a centralized console.
- Re-usable campaign building blocks facilitate rapid scale-up. Create, store and re-use campaigns, audience segments, and data flows.
- Pre-built integrations let you connect with many leading email service providers, mobile delivery services, social media platforms, content management systems and other channels.
- Modular hub architecture enables easy connections to new channels and content providers.

AUDIENCE SEGMENTATION AND DATA-DRIVEN PROFILES

- Connect directly to your enterprise marketing database, CRM or other customer data source – for audience selection, segmentation, message and offer personalization.
- Powerful selection tools let you define audience segments within the campaign environment.
- Overlay unstructured data from social media and other sources to enrich your customer profiles.
- Data model-agnostic architecture leverages existing enterprise or industry-specific data models.

REAL-TIME INTERACTION MANAGEMENT

- Make interactions more relevant and engaging. Adjust offers and content in real-time based on customer location, time of day, referral page or other attributes.
- Personalize live customer interactions using a real-time rule builder or machine learning. Pre-built rules for common scenarios accelerate set-up.
- Centralized rules engine simplifies managing rules across touch points to ensure consistent messaging.

ANALYTICS, DASHBOARDS AND PERFORMANCE TRACKING

- Inline campaign optimization with large-scale A/B, multivariate testing, and Nthing configuration.
- Complete contact and response history captured in the primary database.
- Visual exploration and selection of customer data using Venn diagrams, maps, cross-tabs, pivot tables, and more.
- Standard reports available out-of-the-box, or use any third-party reporting tool.

PLANNING AND COLLABORATION

- Hierarchical planning structure captures multi-level campaigns and marketing plans.
- Built-in calendar facilitates planning and tracking of all marketing campaigns.
- Configurable, role-based user interface puts often-used functions at users' fingertips.

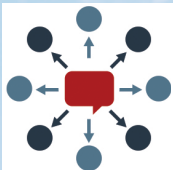
The RedPoint Difference



Embedded machine learning automatically adjusts your communications to individualize each customer's experience



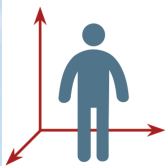
Real-time, personalized interactions for more effective engagement



Synchronize your inbound, outbound, digital, and offline interactions from a single user interface



Simplified orchestration across channels



Leverage your enterprise CRM data and other customer data sources directly from your campaign environment



Rich, data-driven customer profiles



RedPoint brings deep expertise in leveraging enterprise data to help organizations like yours drive profitable customer relationships



Access to a team of experts

RedPoint

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