



Streamline Your Entire Customer Engagement End-to-End



RedPoint a Leader in Cross-Channel Campaign Management

“Strong data capabilities combined with the most satisfied references in the study helped place RedPoint Global as a Leader in its first appearance in the CCCM Forrester Wave evaluation.” — Forrester Wave™: Cross-Channel Campaign Management, Q3 2014

Are you...

- Frustrated by a lack of customer intelligence or of a unified customer view?
- Unable to deliver individualized offers or messages across channels in real-time?
- Strapped for time and resources but needing to increase operational efficiency?

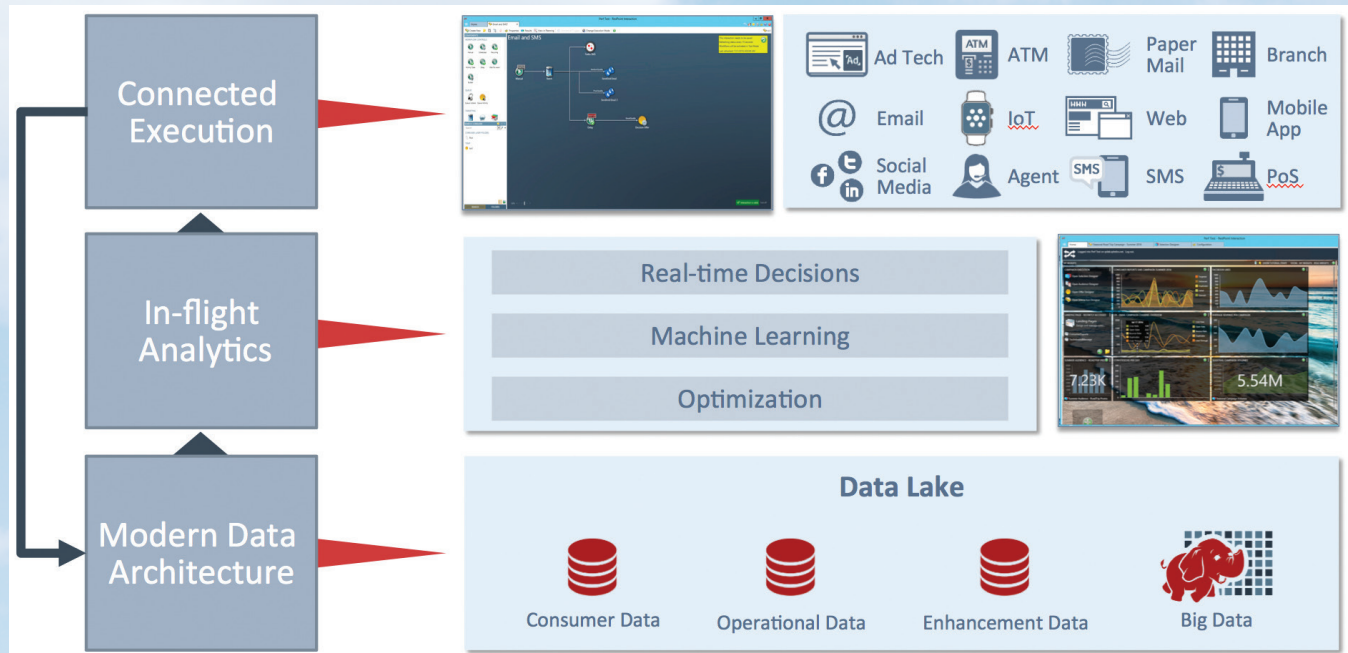
You Need the RedPoint Convergent Marketing Platform

Engaging customers is challenging work, and requires a comprehensive set of skills, knowledge and experience backed by the right technology solution.

The RedPoint Convergent Marketing Platform utilizes a Modern Marketing Architecture to help you deliver super relevant, hyper-personalized, cross-channel customer engagement.

Unique in its class, it was designed from the ground up to capture, integrate and manage all types of dynamic customer data – including Big Data from social media streams and the Internet of Things (IoT). With real-time analytics – from sophisticated decision-support algorithms to advanced machine learning, RedPoint's Convergent Marketing Platform can drive real-time offers and meaningful interactions across all channels, enabling companies to attract and engage customers in the most relevant ways.

RedPoint Takes Advantage of a Modern Marketing Architecture



"Marketers need solutions that will help them simplify connecting with their customers in an omni-channel world. Instead of operating within siloes of fragmented processes, practices and data resulting in latency and multiple versions of the truth, marketers need integrated environments that connect and effectively utilize disparate data and processes to deliver a seamless experience across the enterprise regardless of the consumer's preferred channel, offerings and level of engagement."

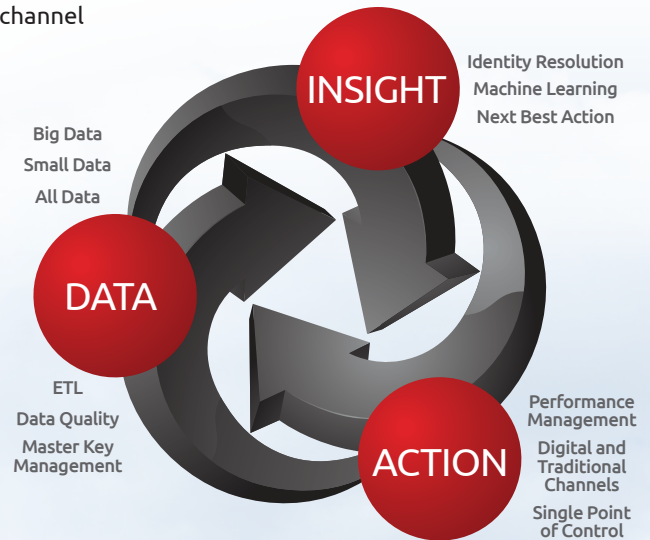
Data. Insight. Action.

The Foundation of Successful Customer Engagement at Scale

RedPoint's Convergent Marketing Platform uniquely brings together the highest rated software functionality for data management, analytics and cross-channel campaign management – all in a single code base.

Better Data Means Better Customer Experiences

Today's digital age offers more sources of customer data than ever before; RedPoint assures that you can take advantage of all of it. From traditional structured to unstructured data – like web, social media and IoT – RedPoint helps you collect, integrate, and manage customer data to assure you have dynamic customer profiles upon which to drive the most relevant interactions and outcomes.



Key data management capabilities that RedPoint's Convergent Marketing Platform delivers:

DATA DRIVEN PERSONALIZATION AND SEGMENTATION

- Connect directly to enterprise marketing databases, CRM or other data warehouses including Microsoft Azure and Amazon Redshift.
- Easily select audiences and define segments from within the campaign environment.
- Overlay unstructured data from social media and other sources to enrich customer profiles.

BROAD FUNCTION EXTRACT-TRANSFER-LOAD CAPABILITIES

- Read from and write to databases, flat or delimited text files, XML, COBOL, JSON, Avro, Hive, HDFS and more.
- Extensive data transformation capabilities.
- Easily manipulate data fields and records.

DATA QUALITY AND HYGIENE

- Address standardization and correction.
- Name parsing and quality.
- Probabilistic and heuristic matching to identify, match, link and de-duplicate files.
- Geocoding, spatial analysis and transformations.

DATA INTEGRATION

- Integrate customer and business records.
- Cross-match data from multiple sources.
- Group account level data at person, household, group or business level.

MASTER KEY MANAGEMENT

- Manage persistent keys that are consistent over time.
- Assign persistent keys at group and source levels to facilitate performance tracking at these levels.

PROCESS AUTOMATION

- Build automated workflows that combine various data-flow projects.
- Manage error handling and alerts.
- Automatically support checkpoint and restart.

OPERATIONAL CONTROLS

- Version control includes tracking user, update time, comments, and notes.
- Monitor jobs to determine overall progress and specific job activities.
- Command-line execution and web-service interfaces integrate into other operational control systems.

Since AAA began working with RedPoint, the volume, velocity, and complexity of its data has soared. "We've gone from managing millions to billions of rows, with essentially the same staff."

Daniel Mathieux, Former Director,
Marketing Insights & E-Business, AAA National

RedPoint Delivers Customer Insights

Maximizing engagement is harder in today's "dynamic" messaging world. But with RedPoint, every interaction with a customer generates information that is fed back into the customer data environment to enrich the profile and provide better insights into customer preferences and behaviors. Built-in learning algorithms leverage information available about each customer and apply inline analytics and machine learning to serve up next-best actions and offers instantly. And machine learning or business rules score customers in real time.

Key analytics capabilities that RedPoint delivers:

ANALYTICS, DASHBOARDS AND PERFORMANCE TRACKING

- Interactive marketing dashboards allow for full customization through widgets that pull in any information to enhance efficiency and access to the right information.
- Inline campaign optimization with large-scale A/B/n, and multivariate testing.
- Predictive modeling based on machine learning.
- 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.

Connected Execution Drives Multi-Channel Interaction

To drive growth in the digital age, you need to engage customers with relevant, timely messages through their preferred communication channels. With RedPoint you can define your audience and execute highly personalized, cross-channel campaigns or real-time interactions – all from a single visual interface.

Key customer engagement capabilities that RedPoint delivers:

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.
- Create, store and re-use campaigns, audience segments, and data flows.
- Connect easily to leading email service providers, mobile delivery services, social media platforms, ad tech platforms, Internet of Things (IoT), content management systems and other open channels.

REAL-TIME INTERACTION MANAGEMENT

- Reach your customers via both triggered and transactional messaging.
- Adjust offers and content in real-time based on customer location, time of day, referral page or other data attributes.
- Personalize 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 touchpoints to ensure consistent messaging.

INTERACTIVE PLANNING AND COLLABORATION

- Adaptive marketing interface that changes depending on the user's role in the campaign such as executive or power user.
- Hierarchical planning structure captures multi-level campaigns and marketing plans.
- Built-in calendar facilitates planning and tracking of marketing campaigns.
- Configurable, role-based user interface puts often-used functions at user's fingertips.

"Lots of people talk about WGBH in social media. We want to know what's being said, both positive and negative, so we can address it immediately. RedPoint will make it possible for us to listen to what people are saying about us, connect with anyone who chooses to talk about us, and leverage all the information that's out there."

Cate Twohill, Senior Director and Managing Partner of CRM Services, WGBH Educational Foundation

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