# 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 delivering triggered and transactional offers using RedPoint'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, ad tech, social media platforms, digital asset management systems, Internet of Things (IoT) 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. Monitor every aspect of your data and campaign through an inclusive and comprehensive dashboard.

**Create a culture of collaboration** – Facilitate teamwork with integrated collaboration tools. Plan, budget and track results transparently. Leverage an adaptive marketing interface that changes depending on the user's role in the campaign such as executive or power user. 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.

## 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.
- Reach customers more intelligently through data-driven engagement that is capable of both triggered and transactional messaging.

## 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.

## ANALYTICS, DASHBOARDS AND PERFORMANCE TRACKING

- Interactive marketing dashboard allows 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.
- Visual exploration and selection of customer data using Venn diagrams, maps, crosstabs, 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.
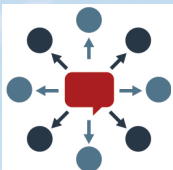- Configurable, role-based user interface puts often-used functions at users' fingertips.

## The RedPoint Difference

Embedded machine learning automatically adjusts your communications to individualize each customer's experience
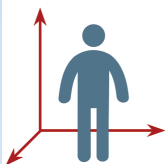> **Real-time, personalized interactions for more effective engagement**

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**