

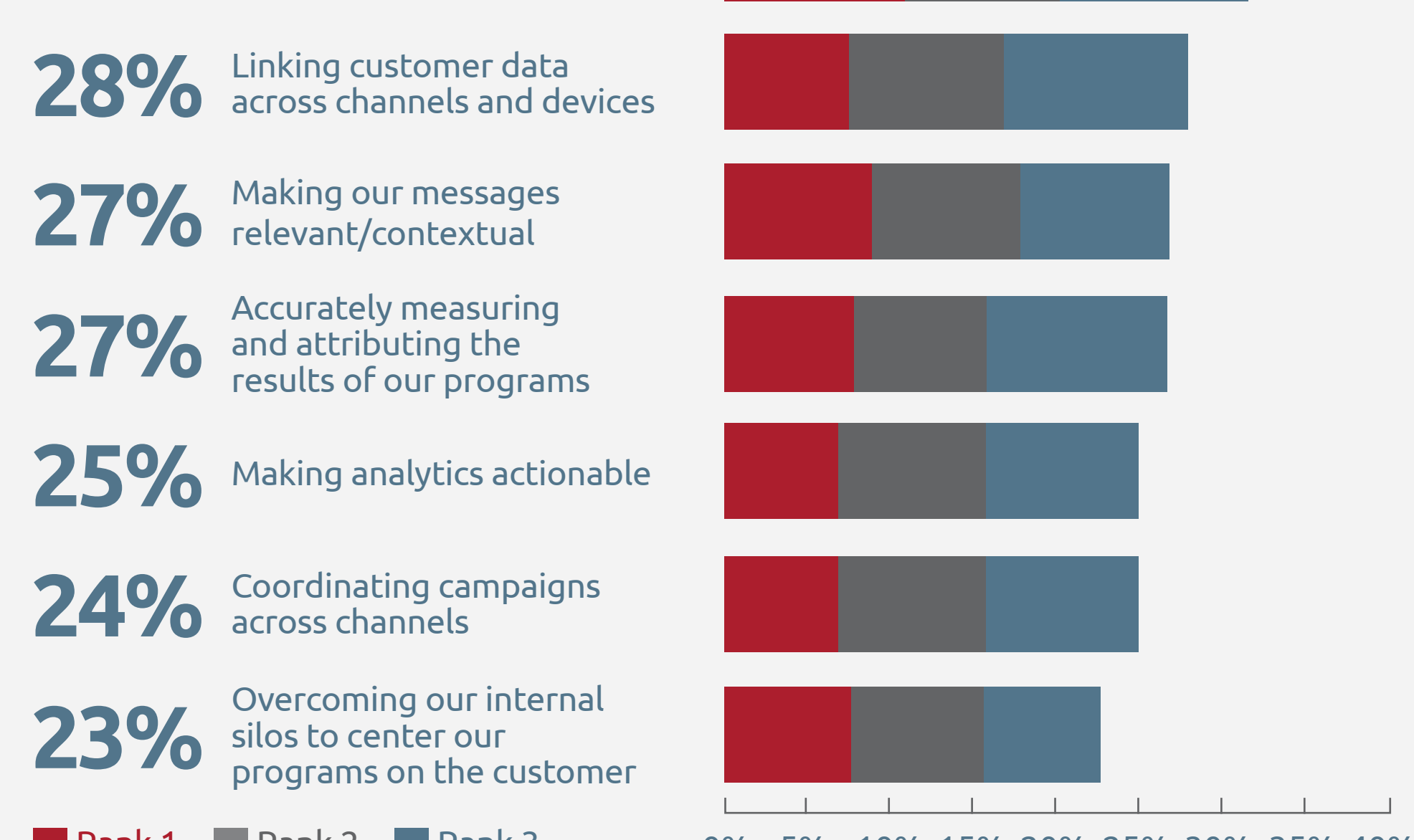
Improve Customer Engagement, Improve Lifetime Value

Retailers have struggled to adapt to changing customer preferences and behaviors in the modern landscape, with marketers seeing share of wallet shrink through poor customer experiences and lack of cross-channel integration.

The problem is that most marketers aren't well-versed enough on their customers to engage them properly.



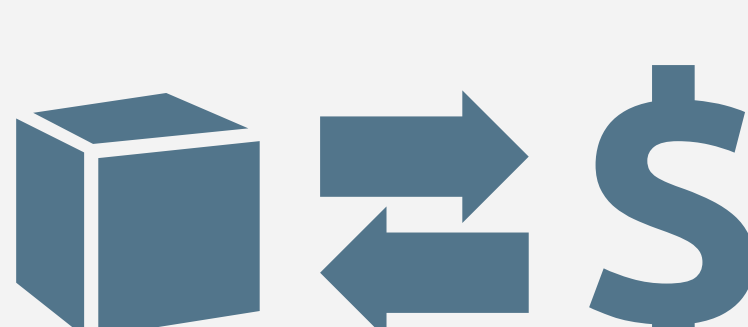
Top Challenges of Marketers¹



This is a substantial problem because...

IMPROVING CUSTOMER ENGAGEMENT INCREASES SHARE-OF-WALLET

Consumer electronics shoppers who are fully engaged make **44%** more store visits in one year than shoppers who are actively disengaged

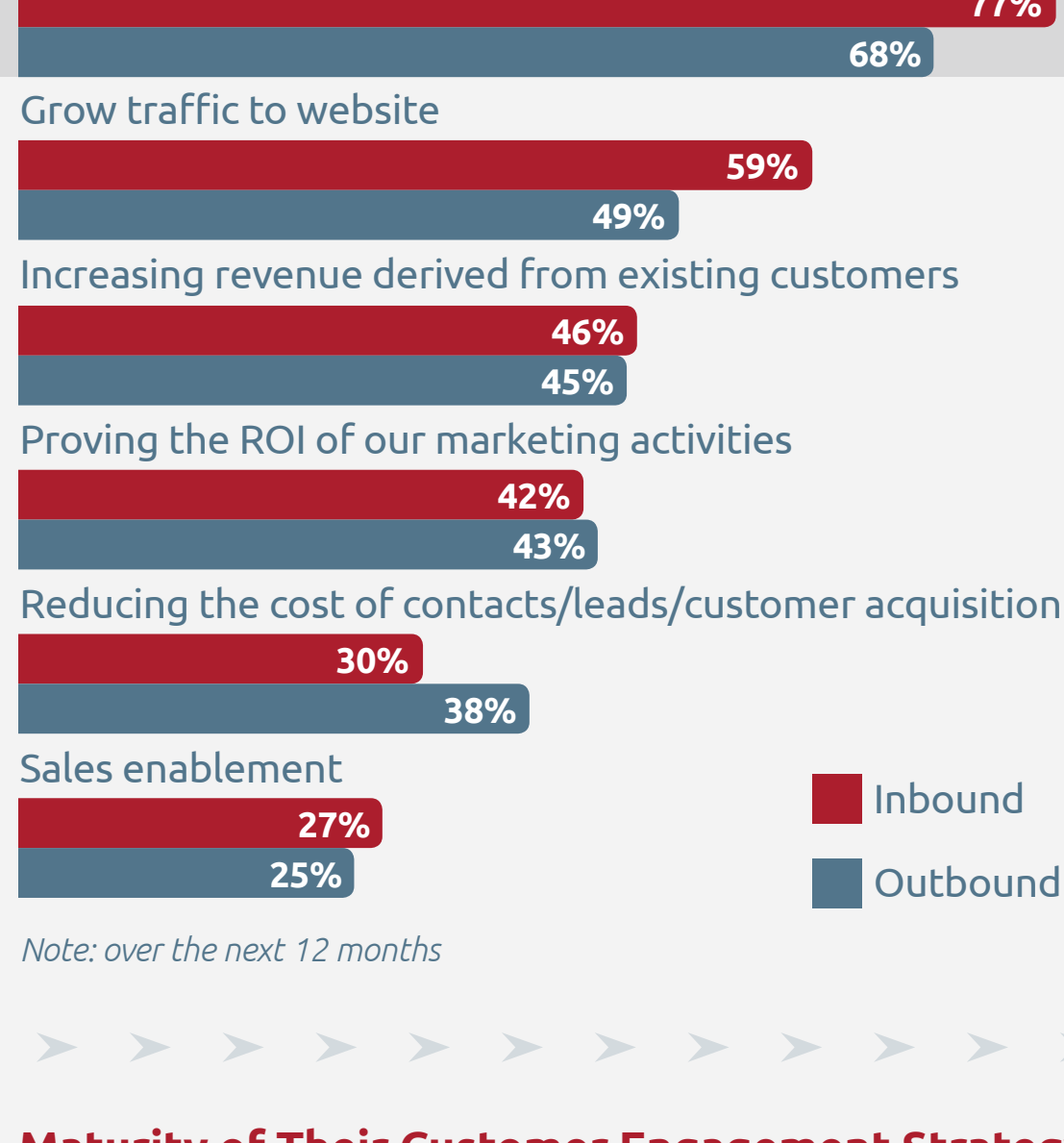


Engaged customers spend **\$373** per shopping trip, versus actively disengaged shoppers, who spend **\$289** per trip²

Acquiring these customers is a high priority, with **77%** of inbound and **68%** of outbound marketers emphasizing process of converting contacts/leads to customers³

Acquisition continues to be a priority for marketers

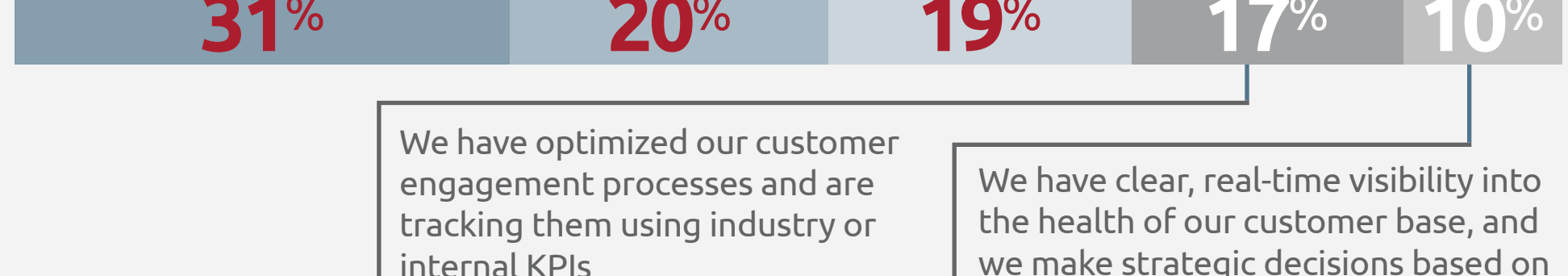
Marketing Priorities at Their Company According to Inbound vs. Outbound Marketers Worldwide, May 2016 – % of respondents³



Much of the problem comes down to the maturity of their internal processes, with only **31%** even having a consistent process for how customer engagement should work⁴

Note: over the next 12 months

Maturity of Their Customer Engagement Strategy According to Executives Worldwide, Aug 2015 – % of respondents⁵



Note: numbers may not add up to 100% due to rounding

Focus On Customer Experience

Customer experience is the last source of sustainable differentiation and the new competitive battleground⁶

- 89% of companies expect to compete mostly on the basis of customer experience
- 50% of consumer product investments will be redirected to customer experience innovations⁷
- 10% improvement in a company's customer experience score can translate into more than \$1 billion⁸
- "86% of buyers will pay more for a better customer experience, but only 1% of customers feel that brands really meet their expectations"⁹

Multi-channel consumers spend 82% more per transaction than a customer who only shops in store, according to business advisory firm¹⁰

The importance of a unified customer view for retailers

Creating a unified customer view is crucial in increasing top-line retail revenue, largely because a unified view augments engagement and bolsters retention – two characteristics that lead to increased share-of-wallet.

This is down from 89% in 2015, which shows marketers are on the right trajectory but they still have an uphill climb ahead of them.

Reasons to achieve a complete view of the customer¹¹



None of the above/we are not looking to achieve a single view of the customer

3%

The problem is that retailers need to leverage customer data in a bigger way – and make sense of it all.

"One of the biggest battle grounds in marketing is data science and being able to take different data and create the ability to trigger experiences based on what you know about that individual."¹²

Retailers using Big Data to its fullest potential could increase its operating margin by more than 60%¹³

Customer retention is 14% higher among companies applying big data and analytics to deal velocity¹⁴

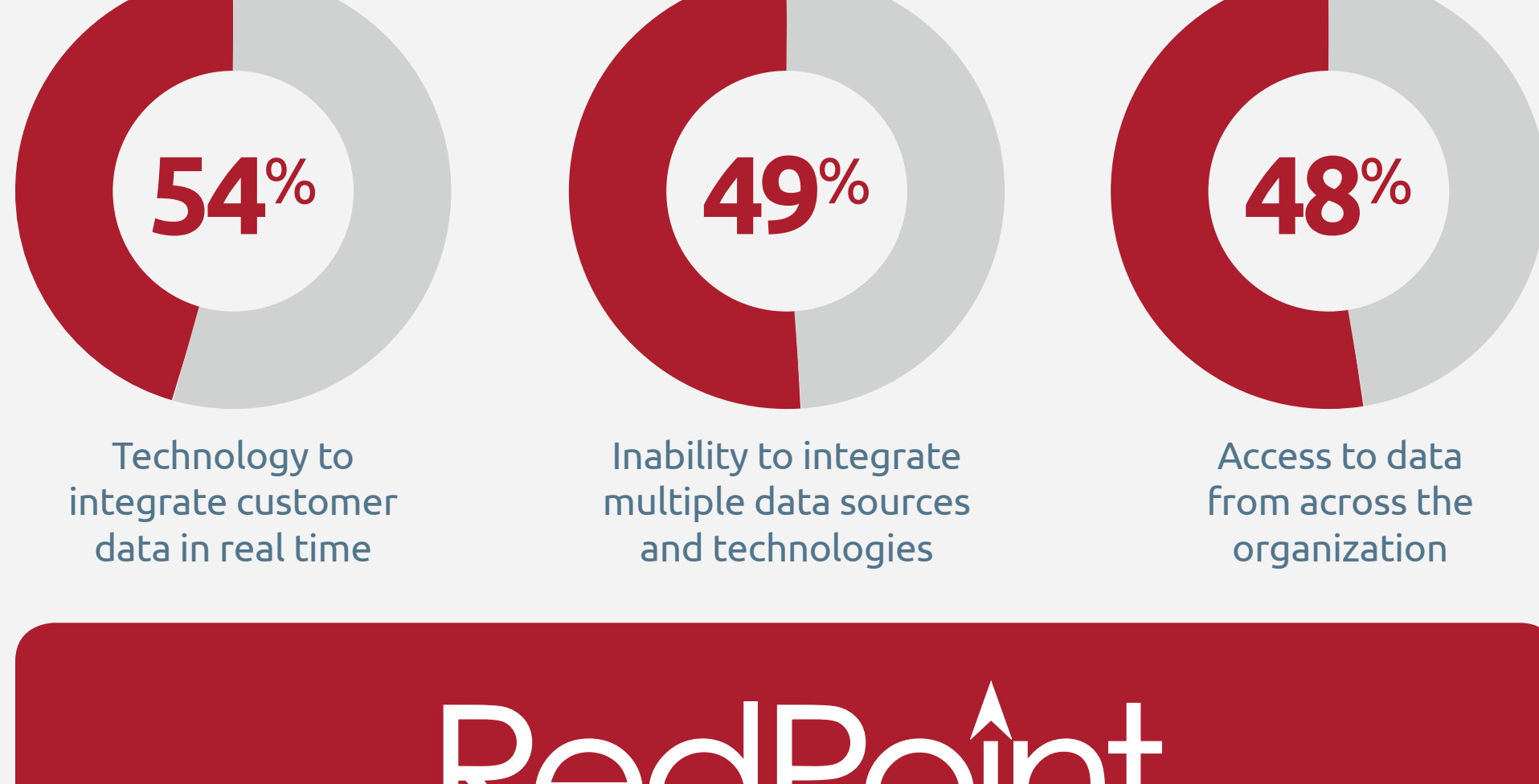
Marketing is challenged to get a single, complete composite view of the customer

- 54% lack the ability to integrate customer data in real-time
- 49% can't integrate multiple data sources or technologies
- 48% lack access to data across the organization

81% of marketers report having challenges achieving a single customer view¹⁵

Our data shows that enterprise companies do not have the necessary technology assets in their toolkits

Top challenges to creating a single customer view for enterprise companies



RedPoint

HOW REDPOINT CAN HELP

RedPoint optimizes customer engagement across the enterprise, providing a customer data platform that delivers consistent, contextually relevant brand experiences across all customer touchpoints. With RedPoint's customer data platform you can tap into all/any customer data sources, resolve anonymous to known customer identities, orchestrate specific customer relevant messages across any interaction point in real-time and easily interconnect into the vast ecosystem of marketing technologies.



¹Source: 2016 Digital Marketer Survey

²Internet Retailer

³Source: HubSpot, "The State of Inbound 2016," Sep 12, 2016

⁴Forbes Insights

⁵Source: Forbes Insights, "Mastering Revenue Lifecycle Management: Customer Engagement Leads to Competitive Advantage" in association with Service Source[®]

⁶Tiffani Bova, Gartner Vice President and Distinguished Analyst

⁷Cartier

⁸Forrester

⁹Customer Experience Impact Survey

¹⁰Deloitte

¹¹Experian Data Quality

¹²Jason Heller, McKinsey and Company <http://www.computerweekly.com/news/450402276/Data-is-the-biggest-battle-ground-in-marketing-says-McKinsey-expert>

¹³McKinsey Research <http://www.mckinsey.com/business-functions/business-technology/our-insights/big-data-the-next-frontier-for-innovation>

¹⁴Aberdeen Customer Engagement Report 2014

¹⁵Source: 2016 Digital Marketer Survey