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[RedPoint Global Uses a New CRM Approach to Become a Big Player in Big Data](#)

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## REDPOINT GLOBAL USES A NEW CRM APPROACH TO BECOME A BIG PLAYER IN BIG DATA

CRM (CUSTOMER RELATIONSHIP)

DATA ANALYTICS

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When it comes to developing effective marketing strategies, data is king. Many brands are confused about how to effectively gather, organize, and use the waves of data coming in, so they turn to technology providers for solutions. RedPoint Global is one such provider, but it takes a slightly modified approach to CRM and data management.



Since 2006, RedPoint has established itself as an innovator in the extremely competitive data industry. The company is more than just talk:

RedPoint was included in the Big Data 50 in 2015 by BDQ (Big Data Quarterly) Magazine. Chief Technology Officer and Co-founder George Corugedo spoke to Loyalty360 about why RedPoint Global has been able to rise above the competition and increase brand loyalty.

### Can you give us an overview of RedPoint Global?

**Corugedo:** One of the biggest parts of the foundation on which we built RedPoint was that we did not want to be a software provider that promises to do everything for its clients, and then doesn't deliver. In our experiences with previous data integrations, the dirty work isn't in the tools or the software: it was the data itself. What we've done is take the approach that you're only as good as your data. The software applications we're developing solve problems

from both sides of the equation: the tools and the data. This allows us to fix data issues in a very real way.

### **What would you say are the biggest differences between RedPoint and other data solution providers?**

**Corugedo:** We ask clients right way, "What is the state of your data?" Other companies will act like solving data problems is easy, and I can tell you right now that it's the hardest thing to do in marketing. We offer data integration, giving clients a complete view of the customer. This program is automated, so that very little maintenance has to be done. Finally, we give clients an application that integrates with all the channels in the marketing ecosystem. The result is a defragmented single point of operational control, and a single point for all marketing data.

### **How is lack of clarity in the data management market affecting the industry?**

**Corugedo:** A lot of times, companies like hearing that they don't have to consolidate their data. It means that the marketing department won't have to deal with as much with IT issues, which they don't always fully understand. Some companies will tell clients "you can't leave with your data. We own the data." That's a ridiculous position to take, but they don't want to make it easy for you to leave. We're trying to increase clarity in our relationship with brands, and part of that is using the same source code across all channels. When you build an audience, you can address them across multiple channels including email, SMS, and ad tech.

We've developed a system that we can use to integrate data to all third parties. By being able to connect with any API, we can offer clients communication solutions across 12 email providers, 12 social networks, four SMS providers, and various ad tech companies. We've been able to connect these things, and provide our clients with visibility and coordination across all platforms.

### **How do you view social media, both as a way to build brands and from your unique perspective of companies like Facebook as a data platform?**

**Corugedo:** We always tell our clients, "Whoever owns your data, owns you." That's why we're so adamant about companies taking control of their own data. Whoever is in possession of the data, that's who has the power.

I'm glad you brought up the idea of social media as a way to gain customer data because we always try to show clients data harvesting methods that they can use within social media. For example, you can use Facebook engagement applications to put up a rewards site that will unlock a coupon code after a certain number of people log in and click a link. By having the users log in, you have a mechanism that grants you an incredible amount of consumer data. The problem is that most marketers never take that extra step of engagement. They see social media as a way to blast messages, and don't use it enough to pull information back out of users.

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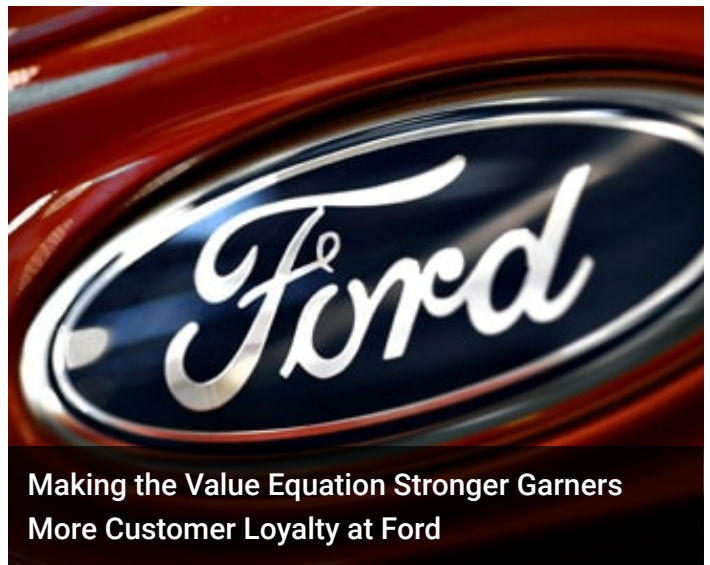
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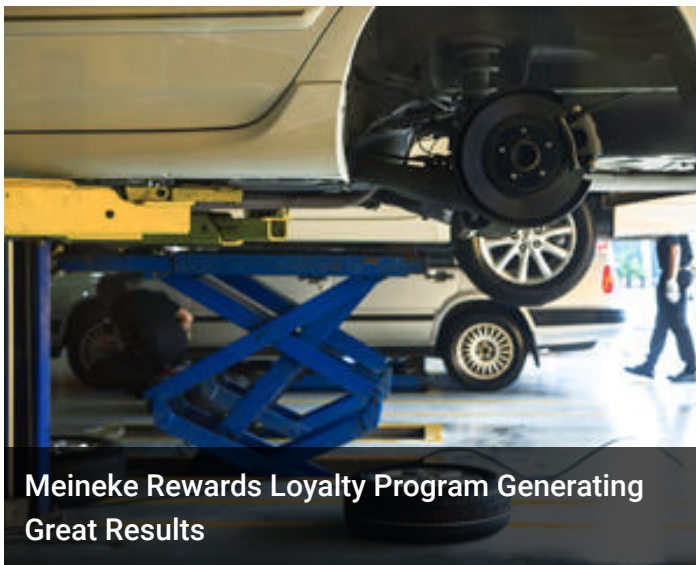
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