

RedPoint Global and KBM Group Partner Solution

Bridging Customer Insights Across the Lifecycle

Organizations looking to provide relevant and contextual experiences across the entire customer lifecycle must have a solid understanding of their customers from addressable to anonymously addressable. The convergence of martech and ad tech now provides the opportunity for marketers to fully engage with customers across all journey stages.



Ad tech and martech have long dealt with different audiences, approaches, buyers, and technologies and brands need to find new ways to acquire customers with contextual and relevant personalization. That's where the convergence, often called "Mad-tech" comes in. The approach blends the audience acquisition capabilities of ad tech with the targeted relationship-management functionality of martech into a single ecosystem that delivers a central point of control.

RedPoint and KBM: Integrated View of the Customer

The RedPoint Global and KBM Group partnership empowers marketers with the ability to fully engage with consumers throughout the entire lifecycle, across channels and devices. Integrating the capabilities of KBM's Zipline Data Management Platform (DMP) with the RedPoint Customer Engagement Hub™ provides these key capabilities:

- **Automated Audience Onboarding:** Securely onboard all data sources and high value audiences from RedPoint into KBM Zipline for use in subsequent audience creation and digital targeting.
- **Look-Alike Modeling:** Leverage data and insights to automatically generate additional targets and profiles to extend reach in acquisition strategies.

- **Audience Distribution:** Create finely tuned and targeted experiences that can be optimized for ad display strategies.
- **Audience Enrichment:** Capture digital insights that can further enhance the single customer view and be leveraged for subsequent direct communications.
- **Enhanced Customer Engagement:** Deliver integrated communications across email, mobile, display, direct mail, and many other touchpoints to individuals based on unified customer engagement segments and integrated insights.

Key Benefits

- **Intelligent Customer Acquisition:** Find more valuable customers with highly targeted and precise personalization in digital channels and drive increased revenue.
- **Closed Loop Digital Marketing:** Ensure that direct marketing and engagement is extremely contextual, effective, and precise by leveraging digital insights to enhance the known customer profile.
- **Increase Customer Understanding:** Stitch together individual, household, and device data to gain a high-definition view of the customer across all channels and touchpoints from addressable to anonymously addressable.



Onboard high value customer audiences from RedPoint to Zipline for digital targeting



Design highly relevant digital audiences with Zipline for acquisition strategies

About RedPoint Global Inc.

RedPoint Global provides market-leading data management and customer engagement technology that empowers organizations to optimize customer value and deliver their brand promise with high contextual relevance across all touchpoints. The RedPoint Customer Engagement Hub™ delivers a unified view of each customer, in-line analytics to determine next best actions, and intelligent orchestration to personalize engagement across the enterprise. Leading companies of all sizes trust the RedPoint Customer Engagement Hub to power their customer engagement strategy and drive profitable revenue growth. For more information, visit www.redpointglobal.com.

About KBM Group

KBM Group is a global data and analytics company that connects brands with the right people. Our solutions help organizations worldwide activate their data to improve marketing performance, increase profits and deliver results. Headquartered in Louisville, Colorado and with offices on 5 continents, KBM Group is a WPP company (NASDAQ: WPPGY) and part of the Wunderman network. For more information, visit www.kbmg.com.



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