

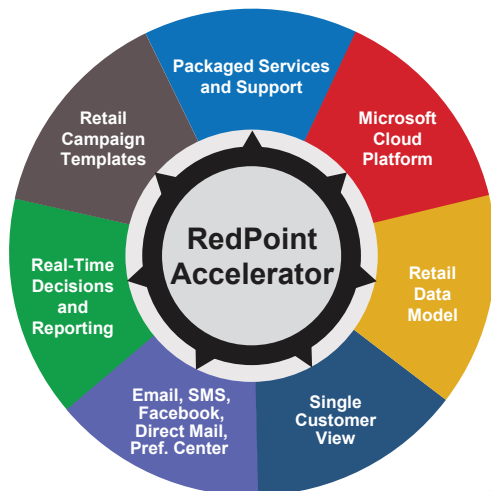
RedPoint Accelerator™

Empowering Retail Marketers to Take Control of Customer Data and Deliver Effective Omnichannel Campaigns

Personalized Retail Marketing

Increased competition for consumer attention makes it crucial for retail marketers to deliver superior customer experiences. Retailers also need to overcome resource constraints that limit their ability to access data, rapidly change customer journeys, and tune programs to hit revenue targets. Given these challenges, breakthrough capabilities are needed to deliver contextually relevant offers and messages to consumers. This capability set requires access to all relevant data needed to personalize the experience and intelligent orchestration to drive omnichannel experiences.

RedPoint Accelerator™ is a packaged solution that empowers retail marketers to take control of their customer data and deliver effective omnichannel campaigns. RedPoint Accelerator unifies all customer data into a single view, and orchestrates dynamic customer journeys across all touchpoints. With RedPoint Accelerator, retailers can optimize engagement with consumers and drive revenue higher while reducing costs. The solution is built on the Microsoft Azure cloud platform, which helps retailers achieve higher value more rapidly with limited IT support required. RedPoint Accelerator is the only omnichannel retail marketing solution that can be implemented in weeks rather than months while providing robust data and customer engagement options, allowing retailers to more easily support ever evolving marketing strategies.



Single Customer View

With RedPoint Accelerator, retail marketers can now easily create a unified, accurate, and accessible view of the customer. This view may be accessed in real time, on an automated basis by engagement systems, or by in-store retailers for clienteling. The most complete and up to date customer profiles can easily be visualized from a web user interface that displays key customer information (e.g., name, address, phone number, email), social profiles, key metrics such as lifetime value, behavior data including contact history, and detailed marketing and transaction history. This detailed view underpins a marketer's ability to gain the best insights about a customer and enables them to easily determine next best actions resulting in more optimal allocation of resources.

Turnkey Marketing Channels

RedPoint Accelerator empowers retail marketers to design, orchestrate, and measure integrated, contextually relevant marketing programs. With RedPoint Accelerator, retail marketers have turnkey access to email, SMS, social, website, and direct mail channels, making it quick and easy to deliver impactful omnichannel campaigns. The solution provides pre-configured channels so retail marketers can get up and running quickly, all built on the Microsoft Azure cloud platform. RedPoint Accelerator includes the following turnkey channels:

- **Email:** Design and send targeted emails to customers, including triggered messages and multi-step email campaign templates that drive conversions and purchases.
- **Mobile:** Send SMS messages leveraging prebuilt SMS connectors with Twilio to engage customers on mobile devices.
- **Social:** Deliver targeted ads to Facebook and engage customers contextually within their feed around the topics that matter most to them.
- **Websites:** Create engaging web offers and landing pages that close the loop and drive revenue and conversions from channel specific campaigns.

- **Direct Mail:** Use RedPoint Accelerator to select targeted audiences and activate them to any direct mail house of choice.
- **Reporting:** Leverage embedded Power BI reports and dashboards to get the most timely and complete view of omnichannel campaign performance.

Real-Time Decisions

RedPoint Accelerator enables retailers to easily manage strategies for delivering dynamic and contextual content to inbound channels such as web pages and landing pages. RedPoint's real-time decisioning capabilities allow retail marketers to conduct continuous A/B/n testing and goal-based optimization tactics. Marketers can capture customer preferences and determine how to react in real time based on anonymous and known customer profiles. Real-time decisioning capabilities include:

- **Real-time decisions canvas:** Create real-time strategies from one simple workspace and deploy business-rule-oriented decisions quickly.
- **Real-time triggered interactions:** Deliver timely and contextual event-based communications for customers to drive higher conversion rates.
- **Goal-driven assets:** Manage and deploy A/B/n tests and goal-driven digital assets to understand customer preferences and drive better decisions and offers.

Data Model and Templates

RedPoint Accelerator provides a comprehensive retail data model, which includes all the attributes needed for targeted campaign selections and segmentation for personalized engagement. With RedPoint Accelerator, implementing a customer data model and setting up marketing campaigns takes weeks, not months. The days of the labor intensive and time-consuming processes that have historically impeded marketers' ability to mobilize quickly are gone.

RedPoint Accelerator also includes out of the box retail campaign templates such as welcome campaigns, newsletters, cross-sell campaigns, and retention campaigns that will increase opens, clicks, and conversions. With just a few clicks, retail marketers can be up and running and delivering personalized campaigns to customers that have a real impact.

Industry Expertise

Leverage deep industry expertise with a services and support model that addresses all retailer needs from strategy to execution. RedPoint has the partner network, data sources, solutions, and expertise to enable retail marketers to be more efficient and effective with their marketing dollars.

- **Retail partner network:** RedPoint provides a global network of partners that provide strategic services to help accelerate marketing programs from strategy to execution.
- **Services and support:** RedPoint and our partners provide implementation services, support, and training to meet all marketing program objectives.
- **Analytics and attribution:** RedPoint partners provide value added services such as analytics and attribution modeling to help retailers optimize targeting strategies.

Business Value Delivered

RedPoint Accelerator provides retail marketers with significant business benefits, including quick time to value, reduced cost and complexity, and the ability to impact revenue and customer retention. Key business benefits include:

- **Accelerate time to value:** Marketers can improve campaign deployment times by at least 75 percent, allowing for faster impact and more quickly adapting to changing markets.
- **Reduce cost and complexity:** Affordable on-demand pricing and cloud deployment allows the marketing team to get the most value for their marketing technology investments.
- **Increase revenue and retention:** Communicating with relevant and timely campaigns improves offer conversions and revenue. Having the best understanding of customer interests, history, and preferences allows retailers to maintain and optimize the conversation with customers and drive long term value and loyalty. ■

About RedPoint Global Inc.

RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com or email contact.us@redpointglobal.com.



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