RedPoint™ Digital Acquisition Platform

RedPoint and LiveRamp Simplify the Process of Data Activation and Personalization Across the Digital Ecosystem

Removing Friction from the Programmatic Lifecycle

The traditional approach to advertising is broken, and risks damaging your brand. In order to deliver targeted ads, brands historically needed to access first party data from CRM systems, databases, and third party data providers, onboard audiences to data management platforms (DMPs) for audience segmentation, activate audiences to demand side or supply side platforms for creative ad buys, and deliver ads to end consumers. This fragmented value chain of adtech resulted in cookie drop, inefficient marketing spend, consumer fatigue, and left marketers and media buyers with little to no insights about their customers and prospects. The ineffectiveness of programmatic has led to declining investments, but the overall potential of digital customer engagement remains strong.

Having an accurate, comprehensive, and in-depth customer profile that is available to any interaction touchpoint is critical in empowering brands and advertisers to compete based on customer experience. The RedPoint Digital Acquisition Platform, powered by LiveRamp, simplifies the process of creating targeting ad experiences, measures the impact of impressions for closed loop marketing, and activates real-time experiences and offers on brand sites for more comprehensive customer lifecycle marketing.

RedPoint Global, a top provider of customer data platforms and customer engagement technologies, delivers a unified acquisition solution that simplifies the process of data activation and personalization across the digital ecosystem and eliminates the need for a DMP. The solution enables marketers to have a single point of control to create targeted audiences, activate audiences to DSPs and ad destinations, and manage impressions, measurement and attribution data in an anonymous data environment. Marketers can leverage the insights from ads to re-target offers, cross-sell customers in omnichannel direct campaigns, or exclude customers from ads they have already viewed.

Use Cases Supported

Onboard
RedPoint provides a single point of control to onboard an audience for ad targeting. Select high value audience segments and automatically push them through LiveRamp for subsequent targeting and activation in downstream ad destinations.

Activate
Marketers can easily select from a list of LiveRamp's 500+ destination partners from DSPs to social networks and interactive TV. The destination channels are available in a picklist in the RedPoint customer journey workflow. Marketers can also create omnichannel campaigns by incorporating targeted ads into an omnichannel campaign alongside email, direct mail, social, and other direct channels to enrich the customer journey.

Target
Personalize the website experience for a first-time site visitor accurately and in real-time. Pre-buy segments from any third party, pre-stage them in an anonymous data environment, and use them to inform a real-time decision on your branded web pages for first time anonymous visitors, enhancing your personalization strategy and driving ongoing brand relevance.

Measure
Measure the impact of your ad impressions and link them back to anonymous profiles using IdentityLink™ from LiveRamp. Manage and view the data in an anonymous environment, which can hash and store 1st, 2nd, and 3rd party data, providing linkages between martech and adtech while ensuring consumer privacy.

Re-Target
Insights can be leveraged for intelligently retargeted ads, campaign suppressions, and cross-sell campaigns based on customer profiles. Test, tune, and optimize ad spend in a closed-loop process.

Three Key Solutions

RedPoint provides three solutions that support your digital acquisition strategy:

- **Onboarding and Activation**: RedPoint provides a single point of control to manage targeted digital acquisition strategies. Onboard all data sources and high value audiences from RedPoint. Activate audiences to one of Live Ramp's 500+ destination partners such as Google, Facebook, Amazon and many others for ad targeting.

- **Measurement and Optimization**: Leverage RedPoint's Customer Data Platform and IdentityLink from LiveRamp to measure and monetize your ad strategies down to the anonymous, individual level based on impressions and campaign disposition. Manage an anonymous data environment that stores all hashed data and makes linkages between impressions, purchases, transactions, and profiles.

- **Real-Time Personalization**: RedPoint's Real-Time Decisions capability leverages demographic profiles and previous impressions activity from LiveRamp for real-time, relevant, and contextual website experiences.

Business Benefits Delivered

The key business benefits of the RedPoint Digital Acquisition Platform include:

- **More Efficient Ad Spend**: Manage all customer data, targeting, real-time decisioning, and ad activation from a single point of control to greatly improve the value chain of onboarding, activation, acquisition, and measurement for marketers. More effectively utilize ad spend on campaigns that work with minimum resources required.

- **More Effective Acquisition through Real-Time Customer Engagement**: The granularity of demographic customer data available in real-time helps brands deliver rapid value, acquire more customers at scale, and gain better insight into visitor profiles, interests, and act accordingly.

- **More Scalable Closed Loop Digital Marketing**: Gives marketing more streamlined ownership of the full customer relationship (acquisition to retention) and digital ecosystem (website, mobile apps, email, ad networks, social) to ensure higher relevancy and customer lifetime value.

Data Activation and Personalization Across the Digital Ecosystem

REDPOINT GLOBAL + LiveRamp

Onboard   Activate   Target   Measure   Re-Target

About RedPoint Global Inc.

RedPoint Global's technology solutions enable brands to transform their customer experience. RedPoint Global empowers enterprises to connect with their customers in highly personalized and contextually relevant ways, across all touchpoints. The RedPoint Customer Engagement Hub™ provides a single point of control to connect all customer data and optimize engagement. Leading companies of all sizes trust RedPoint Global to execute their customer engagement strategy and drive profitable revenue growth. For more information, visit www.redpointglobal.com or email contact.us@redpointglobal.com.

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