

# Empowering Marketers to Personalize Engagement with Individual Consumers

Increase marketing effectiveness by personalizing engagement in the context and cadence of each customer

## Moving Beyond Classic Segmentation

For years organizations have segmented consumers based on simple demographic data and pushed offers to audiences in linear customer journeys. Today's consumers demand tailored journeys, as 91% of customers are more likely to shop with brands that recognize, remember and provide them with relevant offers and recommendations.<sup>1</sup>

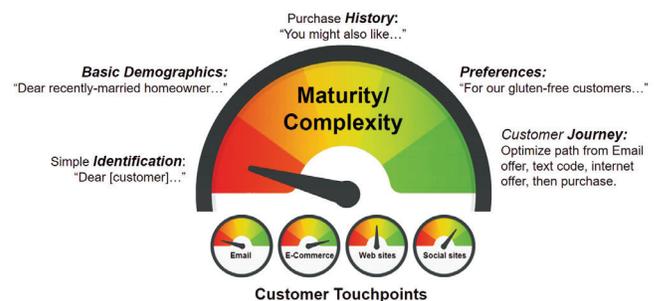
According to Forrester Research, "Customers expect consistent and high-value in-person and digital experiences. They don't care if building these experiences is hard or requires a complex, multifunction approach from across each business. They want immediate value and will go elsewhere if the brand can't provide it. In order to stay relevant, organizations need to align with customers' expectations or they will go elsewhere."<sup>2</sup> Redpoint offers solutions that enable brands to deliver personalization at scale through a combination of customer data, business rules and machine learning to determine the right action, message and touch point for effective personalization.

The impact of effective personalization can be significant for brands that do it right. Companies and organizations that leverage personalization have seen upwards of a 19 percent sales lift by creating a more personalized journey for the consumer.<sup>3</sup> Response rates are also 6 to 7 times higher for messages that are contextually relevant.<sup>4</sup>

## The Personalization Spectrum

There are many use cases marketers can leverage to engage with consumers with personalized content, messages and experiences. It's very common to tailor messages with Dear [Name] or insert personalization fields into other channels like web or direct mail.

Brands should also be able to leverage customer profiles, demographics and basic information to produce offers, content and experiences that are personalized. Companies can advance personalization strategies by looking at transaction history and behavioral data across systems, to then provide



experiences based on a combination of explicit and implicit cues that increase relevance. A more advanced personalization approach considers all customer data, touch points and contextual cues to recommend automated journeys that lead to higher value for both the consumer and organization. This all needs to be done in a way that honors preferences, ensures consumer privacy and avoids customer fatigue.

## The Solution for Effective Personalization

The Redpoint rgOne platform provides a single point of control for customer data, decisions and interactions that enable marketers to address personalization, effectively leading to higher revenue and lower costs. Redpoint leverages real-time insights and activates them for personalization across the customer journey using marketer managed business rules and optimized machine learning.

## Customer Data Platform

Marketers need a deep understanding of customers through data, which includes customer demographics, preferences and online and offline behavior. Redpoint empowers marketers to combine first, second and data quality and ingestion: Process all types of customer data and third-party data from enterprise systems to create a wholistic view of the customer that can be actionable across the enterprise. Redpoint customer data platform capabilities include:

- **Data quality and ingestion:** Process all types of customer data and ensure data is cleansed, de-duplicated and transformed to produce actionable insights and analytics.
- **Single view of the customer:** Access a golden record of the customer to provide highly relevant insights which can be used by brands when engaging with customers over the phone, in store, or for marketing insights
- **Identity resolution:** Leverage probabilistic and deterministic methods to match customer profiles, devices, identities and households that update and persist over time.

## Real-Time Decisions

Brands strive to provide increasingly relevant and timely moments of engagement across digital and traditional channels. Web and digital personalization is powerful for creating an omnichannel experience. To build a more personalized experience, Redpoint solutions empower marketers to deliver:

- **A/B/n Testing:** Deploy goal-driven digital assets and offers to brand sites and create a series of tests to compare and optimize clicks and conversions.
- **Rules Based Decisions:** Leverage a business-friendly canvas to define and manage eligibility rules for content and offers and enable marketers to make quick changes to adapt to customer needs.
- **Dashboards and Real-Time Tracking:** Tap into a vast array of third-party BI tools such as Power BI and Tableau for real-time reporting and insights.

## Machine Learning

Create next-best actions based on a customer's needs, preferences and likely intent. Deliver personalized messages in the right touch point to create individual paths to purchase. Use advanced analytics and modeling to keep in lock step with each customer.

- **Predictive Analytics:** Use predictive modeling and clustering analysis to score customers and automate the segmentation process to determine what content should be delivered to what audience, when, where and how it should be delivered.
- **Product Recommendations:** Combine customer input, marketer configuration and machine learning to create timely and relevant products and offer recommendations in digital and in-store channels.
- **Path to Purchase Optimization:** Bring together all customer data and let Redpoint's machine learning service predict and automate the necessary customer journeys that will drive conversions and purchases.

## Business Benefits

The ability to create more personalized and omnichannel customer experiences using rgOne provides opportunities for brands to deliver a range of business benefits.

- **Increase Revenue:** Combine personalization with real-time capabilities to increase revenue by delivering messages and offers that are in the cadence and context of the customer journey.
- **Lower Interaction Costs:** Engage with consumers in the lowest cost channels while increasing relevance in ways that reduce customer fatigue, leading to lower overall interaction costs.
- **Increased Resource Effectiveness:** Simplify the complexity of delivering personalized omnichannel engagement, empowering marketers to scale and deliver individualized personalization without adding additional resources.

The Redpoint rgOne platform provides a single point of control over data, decisions and interactions, generating a deep understanding of individual and segment-based customer behavior as the basis to improve personalized engagement across all channels and optimize results.

1 Accenture: Personalization Pulse Check (2018)

2 Forrester Research: In the Age of the Customer, Data is King (2017)

3 Econsultancy: The Realities of Online Personalization (2013)

4 Experian: The 2015 Email Data Quality Trends Report (2015)

---

### About Redpoint Global

With Redpoint's software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets. To learn more, visit [redpointglobal.com](http://redpointglobal.com).



US Headquarters: Wellesley, MA | Tel: +1 781 725 0250 EMEA Headquarters: London, UK | Tel: +44 (0)20 3948 8170  
[www.redpointglobal.com](http://www.redpointglobal.com)

© 2020 Redpoint Global Inc. All rights reserved. Redpoint, the Redpoint logo, and all Redpoint product names are trademarks of Redpoint Global Inc. All other trademarks are the property of their respective owners.