

SCALABLE WITHOUT SACRIFICE

A CDP Engineered For Enterprises — and Marketers — Serious About Success



**REDPOINT
IS THE ONLY
ENTERPRISE
SCALABLE
CDP**

**AND EVERY
OTHER
CDP LEAVES
CRITICAL,
DIFFICULT
WORK
UNDONE**



THE ONE THING

The buzz on customer data platforms is loud, constant and confusing. You'll hear terms and claims that sound much the same, from one provider to another — but the differences between Redpoint Global and any would-be competitor are as profound as they are technical.

And the disparity in revenue results is as sizable as it is stark.

The fact is, every other CDP player leaves critical, difficult work undone, and for you to do. At a high cost in lost opportunities, sloppy process flows and bitter customer experiences.

In contrast, what's here is what serious orgs require and have waited for:

**AN AGGRESSIVE
ENGINE THAT
TRANSFORMS EVERY
BYTE OF DATA INTO
HIGH-PERFORMANCE
ROI, IN REAL TIME.**

And that delivers everything that a marketer needs to grow the business — and his or her reputation — at limitless scale.



Amid complexity that shakes your confidence, a solution designed to restore it.

Most martech solutions push the complexity of managing marketing operations onto the marketer – from granular segmentation to A/B testing to journey execution and beyond – requiring a 4x staff increase to get to 4x more segments, campaigns, journeys, etc. The breakdown in scaling and effectiveness begins with a series of technology shortcuts, a notable one being data lakes. Most data lakes are designed to ingest, store, assess, and analyze an extensive library of various data types and structures. Far too many of them, however, lack curation, organization, and governance; these are data swamps. The data in these unmanaged swamps languish and age, diminishing in quality and resulting in poor marketing decisions and executions.





**SOME SOLUTIONS
PACK YOUR DATA INTO
SWAMPS AND LAKES.**

WHY FOLLOW THE PACK?

Many marketers flow their large streams of data into a data lake.

All too often the lake is stagnant and data quality suffers. Customers suffer confusion and a barrage of noise due to irrelevant campaigns and communication.

Moving at the cadence of the customer—a must for marketers at large enterprises aiming to meet customers' expectations for a relevant experience—requires

It costs the average business **\$12M per year** due to poor data quality

- GARTNER

access to a dynamic data repository that continuously refreshes: a robust, dynamic customer data management platform (CDP).

Not just any CDP will do.

The platform must be

enterprise-class:

- **Able to ingest data from internal and external sources** in batches and in real time
- **Provide quality assurance** (e.g., merging, matching, and identity resolution)
- **Create an identity graph of each customer** along with all profile and transactional history (i.e., a Golden Record)
- **Offer automations and workflows** that let marketers focus on strategy while the system handles personalized interactions at scale



**THEY
PROMISE
YOU SEXY
TOOLS.**



**THEY
GIVE YOU
DUMBED
DOWN.**

THE EXASPERATING CUSTOMER EXPERIENCE from data pulled from a “no-frills” CDP or stagnant data lake (aka, data swamp) gets even worse when enterprises push the hard work of data quality, identity resolution, transformations and segmentation further downstream.



28% of the Martech stack is underutilized

- GARTNER

When data environments, such as a data lake, are split into a storage layer and a database or compute layer, very little data quality assurance is applied to the data as it is being streamed into the data lake. And all the processing of the data into a form useful for marketing then has to be coded. The unfortunate result of this is that the marketer is left with poorly executed identity resolution at best, minimal behavioral information, and no transformations (e.g., a year-over-year change in spend). It is just basic raw data.

This introduces another problem. It pushes transformations downstream, so marketers need to build their own aggregate values, derived attributes and other critical information. Transformations are where you get the real value from data, so missing it or doing it wrong comes at a great cost. When this transformed data is left out of segmentation or predictive models, it crushes creativity and the effectiveness of marketing programs. It also may result in irrelevant messages when these are processed outside the cadence of the customer, or even worse when they are processed inconsistently. All of this downstream activity is sub-optimal.

These data gaps are rampant in all manner of CDP—from orchestration or segment development technologies to marketing clouds. For instance, a marketing cloud may enable users to build audiences, but may lack accuracy

On average, enterprise have between 6 and 20 engagement systems

- REDPOINT AND HARRIS POLL

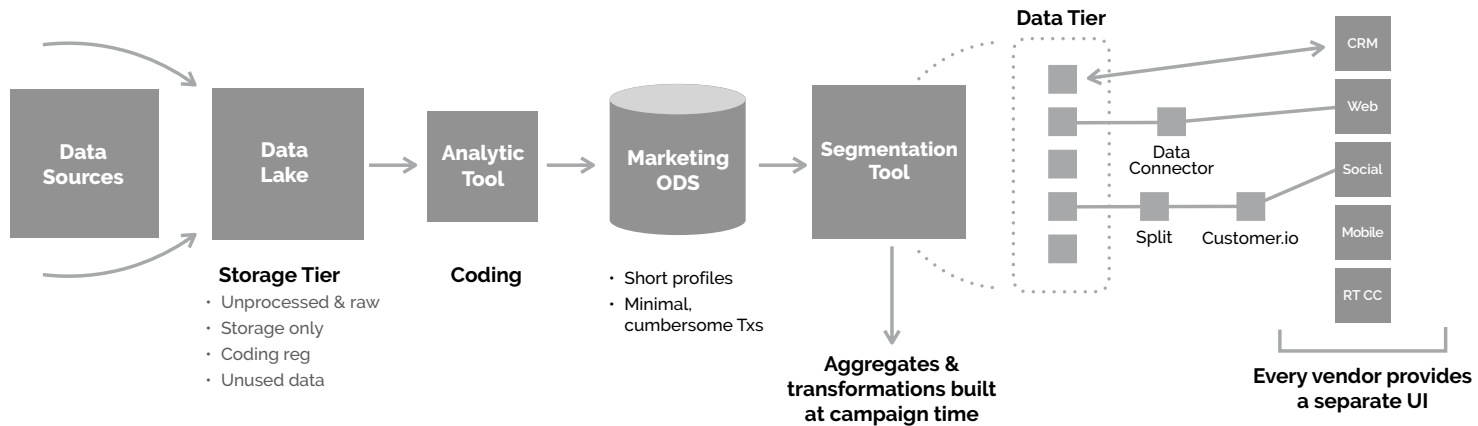
because the underlying data is so limited. There is no hope of then successfully orchestrating dynamic, multi-stage, multi-channel customer journeys.

A PRIMER ON HOW TODAY'S DATA SYSTEMS WORK. OR, WELL, DON'T WORK.

YES Today's two-tier systems summarize your data.
BUT at a high cost to your workflow and CX.

Another effect that data lakes create is the natural inertia that resists large amounts of daily transactional updates, because all that data has to be processed using code. Many marketing technology providers even have an issue processing tens of gigabytes for daily updates, due to **fragmented technology as depicted below:**

Conversely, one of Redpoint's retail customers can easily process petabytes of transactional data using the rg1 platform, a dynamic enterprise-grade customer data management platform. The retailer that has the better marketing data to work with based on daily updates of trends, responses, sales, customer loyalty data, and more will also have the better outcomes.



• More work for data scientists
 • Fewer models built
 ➤ **Negative impact on audience accuracy**

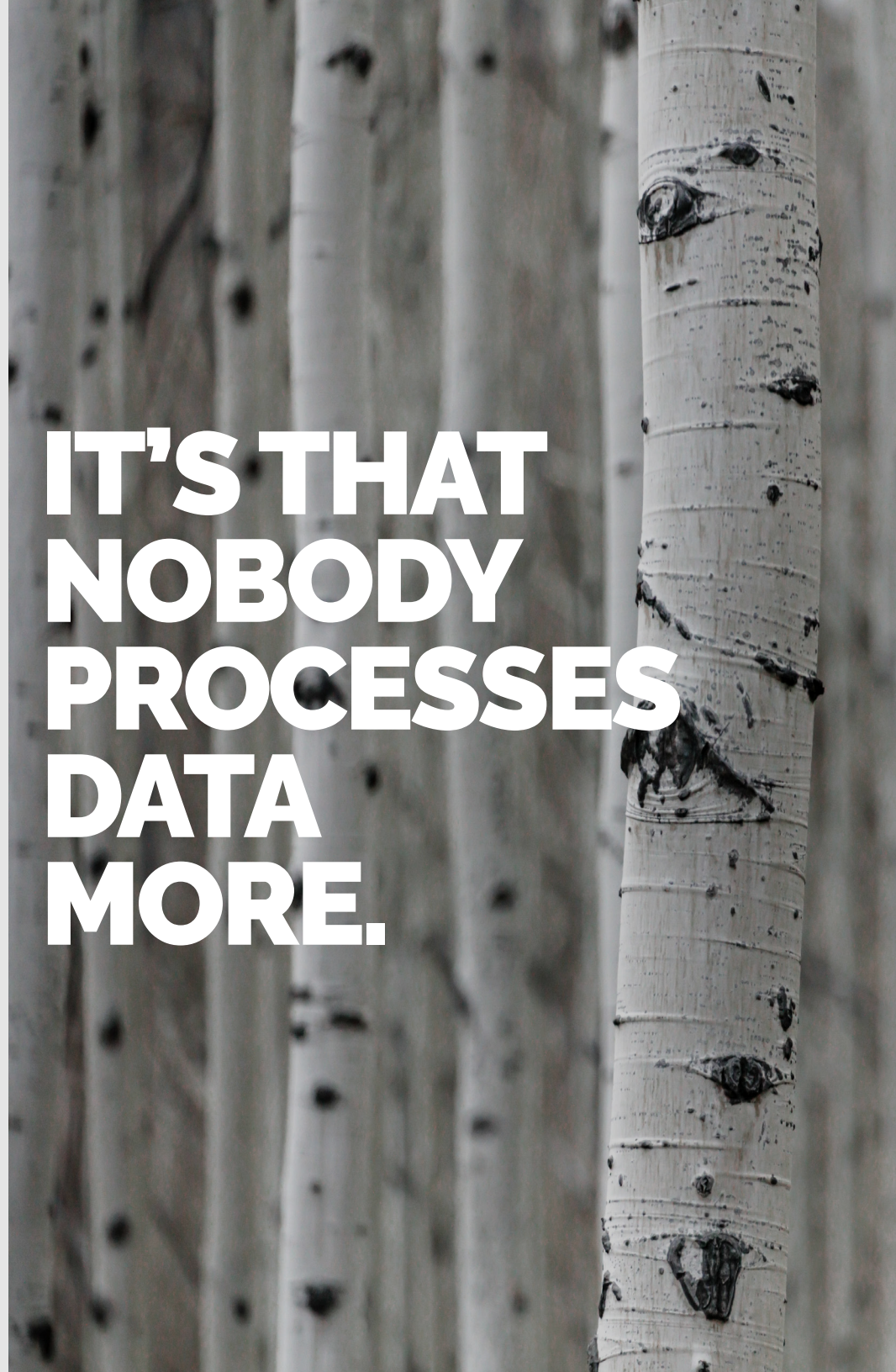
• Lagging decisioning
 • Stale data
 ➤ **Negative impact on CX**

• Complex and non-scalable workflow
 ➤ **Negative impact on operations**

**IT'S NOT THAT
NOBODY
PROCESSES
MORE
DATA.**



**IT'S THAT
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DATA
MORE.**

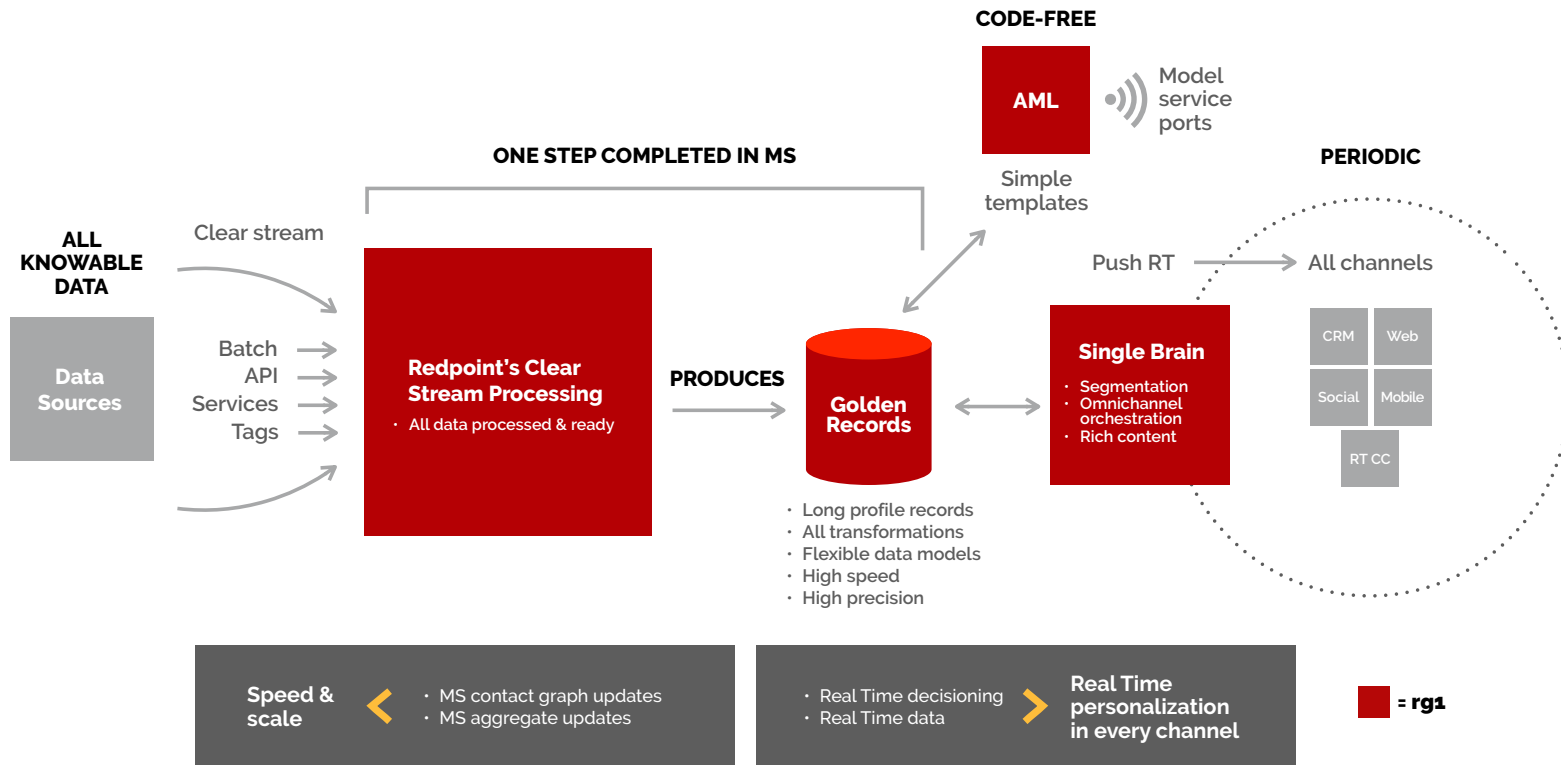


DATA CYCLING WITH ZERO FRICTION, FEAR OR FAILURE.

Delivering all-in-one requirements for analysts & marketers alike.

Redpoint's rg1™ platform provides a single point of operational control across all of your data and marketing operations, delivering real-time updated personalization

to virtually every channel that a customer might interact with to communicate with your brand.



Enterprise-grade marketing software embraces the data challenge and provides the appropriate level of precision automation, cleansing, matching, de-duplication, and data mastering needed to know everything that is knowable about a customer. It enables companies to build a complete Golden Record that links together all of the proxy identities for each and every possible customer—even unknown customers—and provides a robust long-tail of transactional information

that includes everything from granular behavior to KPIs to transformations summaries; everything that is needed to know the customer and properly treat and message the customer with exceptional relevance. In addition, all of that data needs to be ingested and processed, and those Golden Records updated, in milliseconds.

The result is a marketing data store that has a complete contact graph and an extensive data story that is valid and current up to the millisecond. Nothing short of this level of data perfection is suitable for a large enterprise. The piecemeal Lego approach is unmanageable at the scale and complexity of large

organizations. It would take an army of coders to provide data governance, do all of the data processing—everything from ingesting the data to cleaning and formatting it, to structuring and redefining it, to standardizing and deduplicating it—to provide what a robust enterprise-grade data processing platform such as Redpoint's rg1 no-code data management platform.

**PRISTINE,
RELEVANT, AND
HIGH-QUALITY
DATA**

**ENTERPRISE
ACCESS –
FOR BOTH
OPERATIONS
AND ANALYTICS**

**AUTOMATED
DATA QUALITY
PROCESSES**



**FLEXIBILITY
TO MODIFY TO
FIT NEW DATA
OR NEW USES**

**AUTOMATED
MACHINE
LEARNING**

**INTELLIGENT
ORCHESTRATION**

A strong data science team is essential to every enterprise organization and can focus on the high-value models that are crucial to the health and strategic differentiation of a brand. In the meantime, enterprise-class tools such as the rg1 platform's Automated Machine Learning (AML) can generate models that help reduce the friction of the marketing communications process; in the case of rg1, based on marketers' responses to a set of templated questions.

Most important, an enterprise-class customer data management platform creates a single-brain approach (i.e., one point of operational control for all channels and messages). It eliminates fragmented communications that go out

based on local brains (distributed in the channels) that only have a local scope of data. Instead, you can control the utilization and orchestration of all channels, easily selecting the optimal messages, timing, and frequency from that single point of operational control. It enables marketers to strategically engineer a holistic engagement journey for individual customers at scale.



...a single-brain approach (i.e., one point of operational control for all channels and messages)...eliminates fragmented communications.



LESS MANAGING. MORE MARKETING.



Outcomes matter to marketers, so they need correct, clean, consistent data along with the right aggregates and KPIs to get to revenue growth. When optimizing return on your marketing dollar, there has to be structured process and data environment to ensure that the everything in the

marketer's control—e.g., spend, messages, audience selection, channel selection, sequences—is being done correctly to realize the best possible yield.

Many enterprise-class organizations are adopting Redpoint's rg1 no-code CDP, a robust enterprise-grade

customer data platform. These firms are leading the way with an exceptional level of enterprise communications and customer engagement. The predictable data security and data perfection of the rg1 platform enables large enterprises to engineer their customer experiences

down to millisecond of the most impactful moment of truth for each and every customer, and at scale. That level of relevance is what customers expect today, and what the rg1 platform delivers for enterprise-class organizations.

91% YOY REVENUE IMPROVEMENTS? YES, THANK YOU.



Complexity hasn't stopped Xanterra Travel Collection from getting the most from its data. The hospitality company owns or manages a wide-ranging portfolio of properties, including national park lodging, a boutique cruise line, resorts and hotels, and specialized adventure tour operators.

Using the rg1 platform, Xanterra can quickly plan and execute new initiatives aimed at cohorts such as seniors, families, couples, or holiday travelers; cross-sell to prospects interested in multiple properties or forms of travel; and build loyalty by enhancing multiple aspects of the guest experience.

The results have been outstanding, including 91% YOY revenue improvements and 101% YOY transaction increases. In one specific circumstance, by combining segmentation, A/B testing, and its 360-degree customer view, Xanterra developed highly relevant offers sent via email with unique and targeted imagery, content, and subject lines; so relevant, in fact, that the company earned 73 cents per email, compared to 8 cents for previous average campaigns—an 839% improvement.

WHAT TRUE SCALE LOOKS LIKE.

FEELS LIKE.

ACHIEVES LIKE.

Machine learning, analytics automations, and agile marketing approaches are essential to today's in-the-moment customer interactions. Here are five transformations, recommended by McKinsey & Company, that use these approaches to improve business and marketing performance.

1 Holistic data:

Unify data, as well as data architecture and governance, to enable next-generation advanced analytics.

2 Multichannel customer experience:

Redesign high-impact customer journeys from end to end, including internal and external touchpoints.

3 Revenue management:

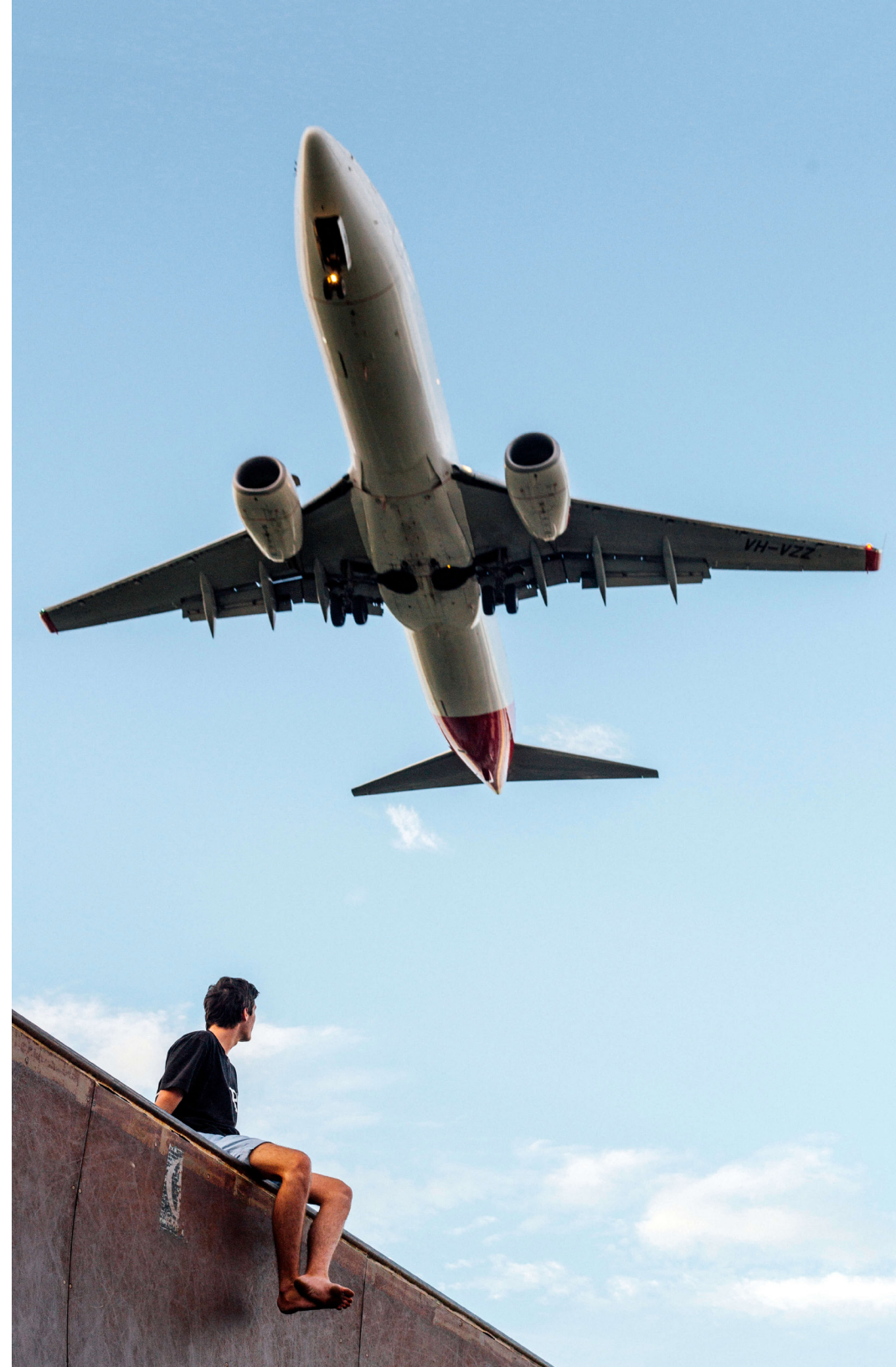
Use strategies such as automated cross- and upselling and dynamic pricing and promotions to optimize revenue.

4 Future-ready operations:

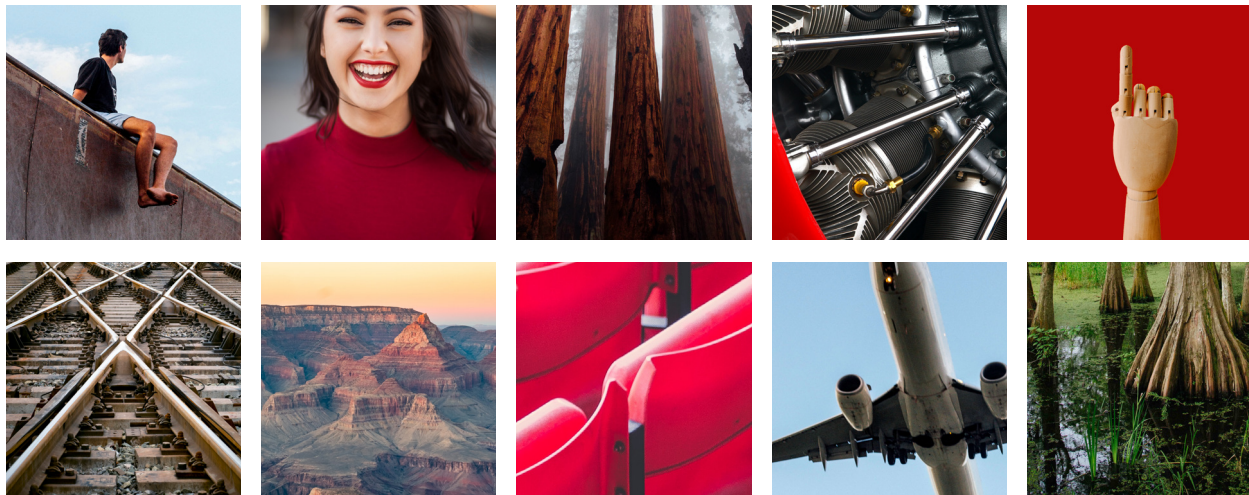
Create efficiencies and improve effectiveness using AI and advanced analytics throughout the business—especially to support agile marketing and lean-process approaches.

5 Analytics talent:

Hire and train staff on the capabilities and skills needed to get the most from AI and advanced analytics.



IN SHORT



Redpoint's enterprise platform is no mere marketing tool or gamified app. With it, you have the entirety of your data technically managed and exactly processed at the industry's highest cadences — with zero latency or error-prone code. All perfectly actionable, all aligned to your KPIs, all to the millisecond.

Which means that with Redpoint, you have the one CDP purpose-built to ensure enviable success both in a category and in a career.

With Redpoint's software platform, **rg1**, innovative companies are perfecting their data, 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 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.

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THE STATE OF CX

Submit this survey and receive a link to our latest report "Gaps in Customer Experience."

How would you rate your company's ability to deliver an exceptional customer experience?

Poor

Good

Fair

Excellent

In your opinion, which of the following dimensions of the customer experience is the most important to achieve or uphold?

Personalization

Delivering contextually relevant experiences to individuals

Omnichannel presence

Delivering a consistent customer experience across all touchpoints

Customer understanding

Having a complete view of the customer

Privacy

Being transparent with consumers regarding data

Approximately, how many customer engagement systems (e.g., POS/CRM, eCommerce, Marketing Automation, customer service, mobile, web) does your company currently have deployed?

0-5

11-20

6-10

Over 20

What are the biggest challenges your company faces in delivering an exceptional customer experience? Please select all that apply.

Personalization

Contextually relevant and individualized customer experiences

Privacy

Being transparent with consumers regarding their data

Omnichannel presence

Consistent experience across multiple channels and touchpoints

Customer understanding

Knowing their preferences, behaviors, purchase patterns, needs, etc.)

Single Customer View

360° view of all data linked with advanced identity resolution

Real-time Engagement

Being able to engage at a customer's cadence

Data Quality

Customer data that is accurate, current and comprehensive



How leading marketers lead markets.

