



## CASE STUDY

# Life Sciences Company Secures Value in a Unified Customer Profile

Redpoint rg1®

## Why

A global life science company needed a customer data platform (CDP) to enrich its data and marketing capabilities, particularly to map individuals to specific B2B parent accounts and enable identity-driven engagement to personalize the customer experience.

### Requirements included:

- The creation of real-time customer segments; traits and personas based on transactional, behavioral, B2B and offline data points
- Orchestration of marketing automation and personalization at scale across multiple channels, using first-party data from various sources

## What

The company chose Redpoint rg1 to champion its data initiatives as the CDP best qualified to orchestrate marketing personalization at scale.

- All data quality processes and tunable identity resolution at the point of data collection to keep pace with voluminous amounts of disparate data at the speed it comes in.
- Complete, real-time unified customer profiles to profitably differentiate one customer from another, even if they work in the same lab or share a parent account.
- An open garden architecture to maintain existing MarTech infrastructure with confidence that the introduction of new channels or point solutions will not render its data foundation redundant.

## Wow

Unified all available data in a single source of truth enabling superior customer experience optimized for the channel of interaction and in the cadence of an individual customer journey.

- **Precision in identity resolution** for each individual end customer and accurate mapping to parent accounts
- **Improved data activation and segmentation** for digital marketing, data science and advanced analytics
- **Optimized personalization** aligning customer and prospect behavior with the next-best action
- **Increased operational efficiency** by centralized data and campaign management and enhanced marketing automation