CASE STUDY

The Redpoint Data Readiness Hub

Life Sciences Leader Unlocks Real-Time Personalization with Unified Customer Profiles

WHY

A global life sciences company needed to modernize its customer engagement approach to stay competitive in a data-intensive industry. Its goal: deliver identity-driven personalization across digital channels while navigating the complexity of B2B buying journeys, where multiple individuals from the same parent account may interact across touchpoints.

To achieve this, the company required a data foundation that could:

- ✅ Build dynamic, real-time customer segments using behavioral, transactional, B2B, and offline data

- ✅ Accurately map individuals to parent accounts for account-based marketing and analytics

- ✅ Power personalized experiences at scale across digital and traditional channels

WHAT

The company selected the Redpoint Data Readiness Hub to transform its marketing operations with clean, connected, and actionable data.

With Redpoint, the organization:

- ✅ Implemented real-time data quality and tunable identity resolution at the point of ingestion—ensuring accuracy as data enters the system

- ✅ Created complete, unified customer profiles capable of differentiating individuals within the same lab or account

- ✅ Leveraged an open-garden architecture to integrate seamlessly with existing MarTech tools—future-proofing the stack as new channels and platforms are introduced

This foundation now drives intelligent segmentation, cross-channel personalization, and high-confidence campaign execution.

Wow

With a single, trusted source of customer truth, the company accelerated its shift to precision engagement. It now delivers timely, relevant messages aligned with the cadence of each customer's behavior and buying journey.

Key outcomes include:

- Unmatched precision in mapping individuals to parent B2B accounts and customer personas

- Sharper audience segmentation and targeting for marketing, analytics, and sales enablement

- Real-time personalization based on individual behavior, leading to more effective customer journeys

- Increased marketing efficiency through centralized data management and streamlined campaign operations