



CASE STUDY

Fashion Retailer Drives Revenue with a Single Customer View

The Redpoint CDP

Why

A multi-billion dollar fashion retailer with several private brands and more than 500 locations needed to enhance its personalization capabilities to accommodate the increasing operational intricacies associated with a growing amount of segments and customer data.

Their criteria for a CDP included:

- Orchestrating personalized experiences for 80+ segments
- Managing more than 500,000 combinations of active campaigns, offers and channels
- Reduce instances of customers receiving duplicate and/or irrelevant offers
- Improve campaign tracking, optimization and measurement
- Built-in quality controls; i.e. waterfall and exclusion mechanisms

What

After extensive research, the company selected Redpoint as the CDP that could uniquely solve for its data and marketing complexities, quickly and reliably.

The Redpoint CDP offers:

- **Single point of operational control:** The fashion retailer now manages segmentation centrally, all within the CDP.
- **Time efficiency:** The retailer creates customized offers in seconds, a significant improvement over hours required by alternative methods.
- **Personalization with 1,500+ attributes:** With the Redpoint CDP providing a single view of the customer, the retailer creates hyper-personalized experiences for a broadly diverse customer base.
- **Quality assurance:** With Redpoint providing integrated quality controls, the retailer ensures accurate measurement counts across various segments.

Wow

By consolidating data management and journey orchestration capabilities within a single platform, the fashion retailer efficiently oversees and controls offers across multiple campaigns and channels from a central operational control point.

Benefits include:

- **Tight management** of segmentation ties and customer count measurements
- **840:1 compression in operational time** to create new offers
- **80% reduction time** to build new segments
- **Lower interaction costs** by eliminating overlaps and irrelevant offer