Redpoint

Redpoint and Snowflake: A Winning Combination

The data cloud platform market is experiencing tremendous growth. A $5.7 billon valuation in 2022 is projected to reach more than $29 billion by 2030, a compound annual growth rate of roughly 23%[1].

Data Cloud & CDP Adoption

A data cloud platform, known colloquially as a data cloud, replaces a traditional on-premises data warehouse as a cost-effective way to derive value from data. Data clouds are an attractive option for companies using a customer data platform (CDP). Using the data cloud as a single source of truth for customer data, a CDP with a data cloud simplifies the bringing together of customer data to create a unified customer profile. Customers reap all the benefits of a data cloud, while eliminating the impact of data siloes and maximizing the value of their customer data. Scalability, real-time analytics, easy integration, advanced security measures, enhanced data governance and global data accessibility are among the many advantages of a CDP based in a data cloud.

The Redpoint + Snowflake Difference

The Snowflake Data Cloud is a market leader, unique for a usage-based business model that offers unlimited concurrency by separating storage from computing capability and for being the only multi-data cloud platform agnostic to all major cloud platforms (Azure, AWS, GCP).

The Redpoint CDP natively operates in Snowflake as a primary source/destination database, providing key benefits for new and existing customers who choose to operate Redpoint directly on Snowflake:

- **Complete CDP Functionality:** Redpoint is the only enterprise CDP that offers complete CDP functionality without any data persisting outside of Snowflake, all in an easily deployed, no-code environment. Automated data quality and ingestion, tunable identity resolution, segmentation and activation can all be handled in the Redpoint CDP as core functionality. The Redpoint CDP provides the most complete data-to-action cycle for marketing, encompassing data across the enterprise: online and offline data and event streams, digital and store transactions, digital customer behaviors, interactions, and response data.

- **Data-in-place:** Redpoint operates directly in Snowflake as a "data-in-place" product; the CDP empowers marketers to run campaigns and drive personalized CX directly from the data that resides in Snowflake. No data movement and no data replication means lower cost, better performance and lower security risk.

- **Control and Flexibility:** Redpoint manages the CDP software as a service, and companies retain control of their data in Snowflake, providing out-of-the-box data governance, minimal IT overhead, and unmatched speed and performance in a true plug-and-play data ecosystem. Organizations may also deploy Redpoint software as a CDP in a private cloud or on-premises, running their CDP using Redpoint with Snowflake in any cloud configuration they choose.
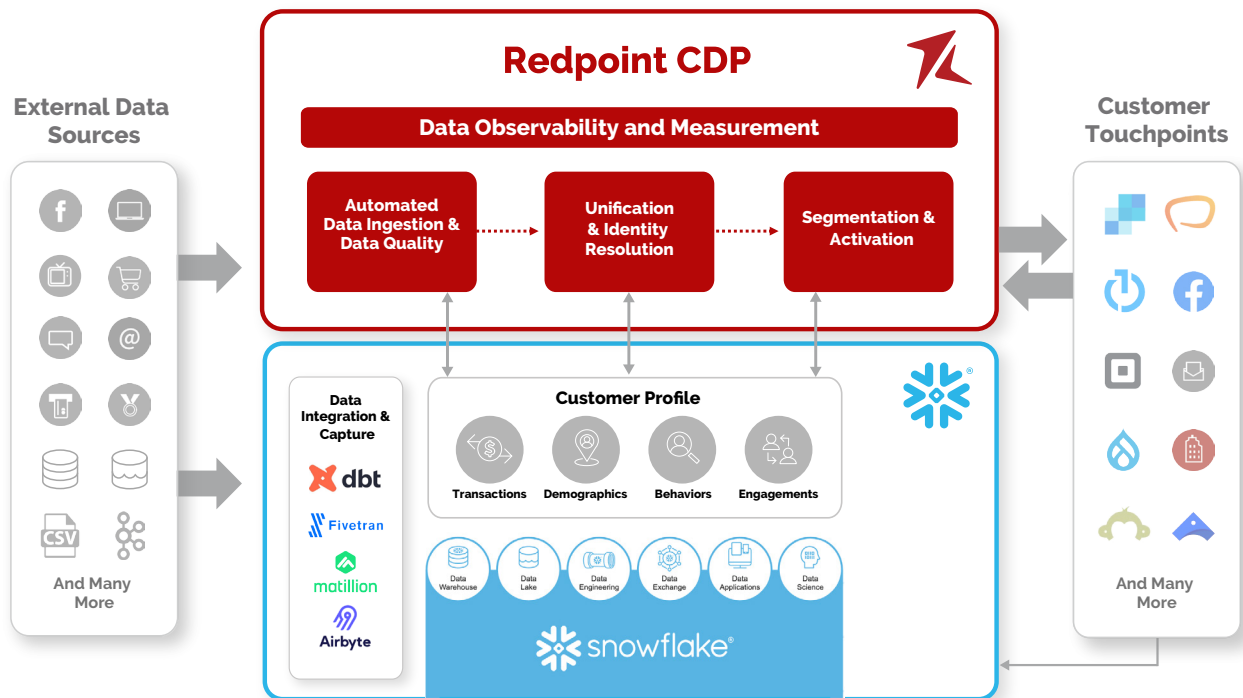
Redpoint: High Adaptability and Unparalleled Performance

Beyond data-in-place, Redpoint offers technology that, like Snowflake, is highly adaptable to changes in your technology and business requirements.

Redpoint offers **composable services and APIs for identity resolution, customer profiles, segmentation, data orchestration and real-time interactions,** eliminating the hidden costs of other composable CDPs.

Redpoint helps **control costs and complexity across your marketing stack,** including journey orchestration with direct support for email, SMS and push.

Redpoint integrates with **cloud-native tools for AI & machine learning** (with bring your own model/analytics—BYOM/BYOA), as well as composable extensions for business intelligence, content management and collaboration.

Snowflake offers a broad ecosystem for marketers—a Modern Marketing Data Stack—to activate data from the CDP, as well as many ways to organize and share data.

The core value of a CDP is bringing together all the data about customers, eliminating data silos and making the data accessible for a range of use cases.

The less data movement in doing so, the better. That is why the Redpoint CDP and Snowflake Data Cloud are the most powerful combination available to meet enterprise needs for high volume, low latency and optimized data access.

[1] https://www.globenewswire.com/news-release/2023/08/07/2719759/0/en/Cloud-Data-Warehouse-Market-to-Cross-USD-28-61-Billion-by-2030-as-a-Result-of-Increasing-Data-Volume-and-Increasing-Emphasis-on-Real-time-Data-Analysis-Research-by-SNS-Insider.html

About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention. **To learn more, visit redpointglobal.com.**

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