

# Redpoint Real-Time Interactions

Build Consistent, Data-Driven, Real-Time Experiences – Without Coding

In a Harris Poll survey, 50% of marketers cited real-time engagement as the biggest challenge in delivering an exceptional customer experience.

Real-time customer engagement is critical for organizations that wish to provide consumers with personalized, contextually relevant interactions that match expectations at each point in the buying journey. Selecting the next-best action at the moment of interaction is key to maximizing revenue and customer satisfaction. Redpoint Real-Time Interactions allows you to meet stringent multi-channel demands for decisions, offers and interactions. Empower the brand to speak as one consistent voice by arbitrating messages, models, content and data across the customer journey.

## Real-time Profile, Ready for Action and Results

Redpoint continually updates the real-time customer profile with event-driven interactions and calculations to stay in synch with customers. Directly and easily use the unified profile to create real-time interactions that drive superior results.

## Fuel Your MarTech Stack with Real-Time Insights

Work with any chosen marketing technology; using straightforward configuration and smart APIs, power

real-time experiences across your entire MarTech, analytics and AI stacks. No need to build new applications to work with channel-specific customer engagement systems.

## Easily build out real-time journeys and decisions ...as fast as your business

Solve for rich use cases by easily building out real time journeys and experiences—anonymous and known—at any scale that delight your customers without having to write a line of SQL.

Measured results from Redpoint clients:

**79%**  
**INCREASE**  
in conversions through  
real-time product offers

**\$50**  
**MILLION**  
of incremental revenue  
through real-time website  
personalization

**10K**  
**DECISIONS**  
per second, meeting  
20-millisecond SLAs

## Key Capabilities



### Data & Channel Contexts

Define a set of messages delivered through the real-time decisioning engine, executing a channel-agnostic, next-best action in real time as the customer engages with the brand.



### Real-time Profile

Update customer profiles dynamically as events, actions or machine learning models are refreshed in any cadence.



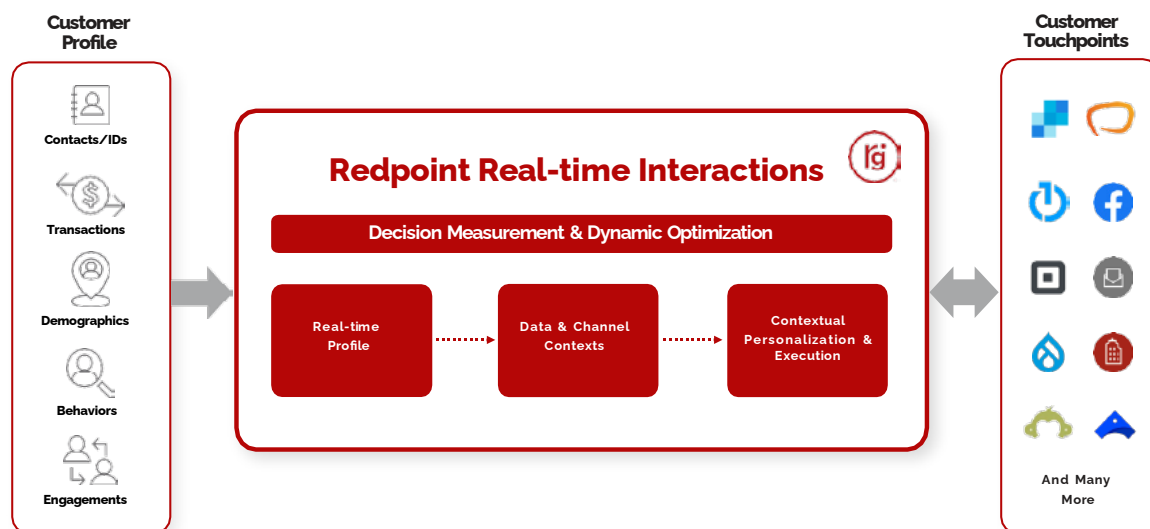
### Contextual Personalization & Execution

Listen for customer signals 24/7. Continuously gather events from the web, mobile apps, devices and more, process the message and push the right content out to the customer.



### Decision Measurement & Dynamic Optimization

Drive real-time decisioning and interactions holistically across all channels at each moment of interaction (not isolated in individual channels). Optimize results from ongoing interactions in alignment with your marketing goals.



“With Redpoint, we make a call into the real-time decision engine for any trigger event to see if there are campaigns the customer qualifies for, and we're putting the best message front and center at every touchpoint we have with the customer.”

- SR. PRODUCT MARTECH LEADER, DIGITAL COMMERCE



RALPH LAUREN



TALBOTS



avis budget group



Kingfisher



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#### 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.

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