Matches Nearly Made in Heaven

Build a solid foundation for all your customer data needs with profile unification and AI-driven identity resolution. Redpoint delivers pinpoint-accurate customer identities in real-time, across individuals, households and accounts so you can personalize every touchpoint and make confident decisions that drive better results.

Get the Data Right First
Bad data leads to bad matches. Redpoint automatically and continuously cleanses and standardizes and deduplicates data across all sources, structured or unstructured.

Smarter Insights, Less Effort
Build a strong data foundation of validated contact info, meaningful behaviors and key interactions. Redpoint automatically enriches profiles with AI models, calculations and trusted third-party data. Gain deep insights to improve targeting, journeys and conversions without manual unification or extra tools.

Understand Relationships
Gain a complete view of every customer and their connections. Redpoint links individuals, households, accounts and products to power smarter personalization and drive stronger ROI.

Follow the Full Journey
Connect individuals, households, and accounts across their entire journey with precise, AI-powered identities. Redpoint unifies online and offline data and maintains identity across channels, time and shifting identifiers so you can track customers as they move from anonymous visitors to loyal buyers.

Match with Confidence and Clarity
Stay in control with fully customizable match logic that's tunable according to your needs. Combined AI-powered deterministic and probabilistic techniques manage known, PII-based profiles and anonymized records, delivering the precision you require with the transparency you want.

Measured results from Redpoint clients:

20
data sources integrated into a single customer view

10M
profiles created from 700M records

1 million
duplicate customer profiles removed

3x
conversion lift from better match rates

Precision Tools for Trusted Identities

Automated Data Quality
Cleanse, normalize and validate data automatically at ingestion to catch and correct errors before they impact customer profiles. Monitor quality across all sources and touchpoints to maintain complete, trusted records. Multiple security protocols and certifications protect your most sensitive data.

Effortless Householding
Uncover meaningful relationships in a single step. Identify individuals within a household, linked accounts or related products to drive more personalized, relevant engagement.

Real-Time Persistent Profiles
Build dynamic 360° profiles that evolve with your customers. Anchor each identity to a permanent key so you can track changes — like address updates or account mergers — without losing historical context.

Tunable Matching Logic
Control the precision of your identity resolution. Blend deterministic and probabilistic techniques to define match rules that suit your use cases and confidently connect data to the right profile across systems and channels.

> *"Redpoint has given us a unified profile for each customer and has super-powered our marketing communications program—with a greater (and more accurate!) view of each customer we are delivering consistent, relevant, personalized messaging across all channels."*
>
> – MARKETING VP, TRAVEL & HOSPITALITY BRAND

Redpoint™

To learn more, visit
www.redpointglobal.com