Redpoint

Segmentation & Activation
Superpowered Segmentation with No Code

Create, visualize and test audiences quickly and easily without writing a line of code so that marketers can focus on agile, creative marketing—ultimately leading to high ROI and low TCO.

Your CDP's segmentation capabilities need to be as dynamic as your customers—and that means powering personalized experiences at the cadence of the customer without getting bogged down in SQL.

Using the full breadth and depth of data and aggregates, Redpoint's dynamic, easy-to-use, AI-fuelled segmentation enables 1:1 personalization at scale.

Who Needs Data Scientists?

Bring more and better campaigns to life faster by building dynamic segments without code. GenAI features include a natural language UI that helps you easily access and query your data, with transparent, easy to understand results.

Tap Into the Full Depth of Data

Access any behavioural, transactional, demographic or calculated data you want—including propensity, churn or predictive models (yours, or Redpoint's)—to meet any business or CX use case with full confidence that all attributes have been cleansed and perfected.

Support Dynamic Journeys

Drive high customer value by creating dynamic segments that can be activated in real time across the customer journey, supporting use cases for acquisition, retention, cross-sell and upsell and even the reactivation of lapsed customers.

Measured Results from Redpoint Customers:

4X	80%	20%
Granularity of segments without additional resources	Reduction in time to build new segments	revenue growth and reduction in cost

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Key Capabilities

Dynamic Segments
Create dynamic, real-time segments quickly through an intuitive, easy-to-use, no-code interface. Use any and all CDP data for flexible segment design and drive multi-channel messaging from a single interface. Segmentation includes multiple levels—individuals, households or business entities—combined with inline suppressions and automatic opting in/out of segments.
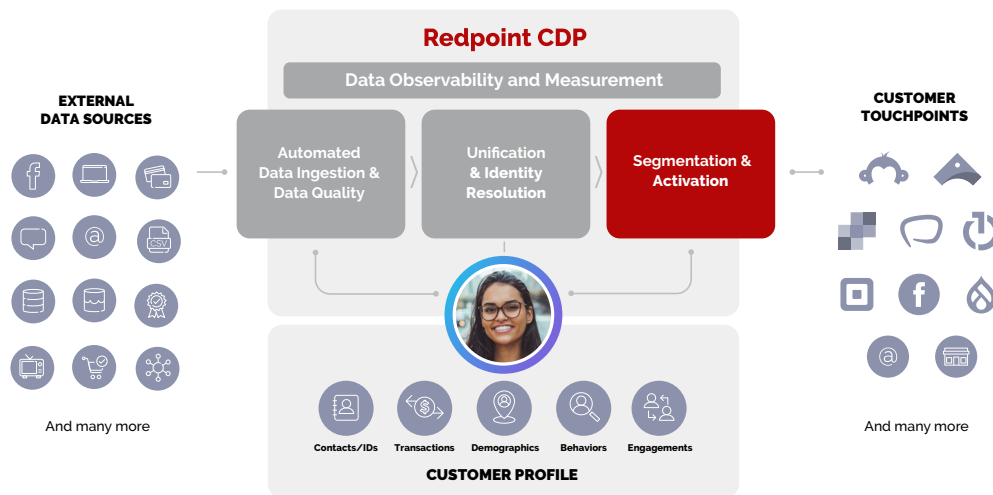
Advanced GenAI
Redpoint's GenAI segment builder and natural language UI make it easy to build segments, refine them through an ongoing conversation and easily understand the results. No SQL or "black box" allowed!

BYOM for Intelligent Messaging
Base segments on propensity, product recommendations and next-best action for effective customer engagement and maximum ROI, using your models (BYOM) or ours. Generate segment-level insights with dashboards, visualization tools and aggregate calculations to profile potential audiences, size engagement opportunities, and explore what-if scenarios.

Channel Activation & Operational Efficiency
Schedule and automate segment creation and activation as needed (easily setting and adjusting run times, dates and intervals). Redpoint's out-of-the-box connectors support connectivity to your preferred activation platform with marketing-ready data and closed-loop response tracking.

Redpoint CDP

Data Observability and Measurement

EXTERNAL DATA SOURCES

Automated Data Ingestion & Data Quality

Unification & Identity Resolution

Segmentation & Activation

CUSTOMER TOUCHPOINTS

And many more

And many more

CUSTOMER PROFILE

Contacts/IDs   Transactions   Demographics   Behaviors   Engagements

> **"** With Redpoint's segmentation capabilities, our communications are timely, relevant and extremely personal—and we scale that one-to-one marketing and deep personalization to every customer and prospect."

- ANDREW HELTZEL, CHIEF COMMERCIAL OFFICER, XANTERRA TRAVEL COLLECTION

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www.redpointglobal.com

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.