

Data Observability and Measurement

Trusted brands trust their data

Nothing else matters if your data is not right. Data Observability gives you confidence in your data's quality, accuracy and readiness for use—so that you best utilize your company's most valuable asset to drive enhanced CX outcomes and build brand trust.

Don't let your customers discover your data issues. You need to know that your CDP's data is in good health, and to be aware of and alerted to any data issues before such issues impact customer experience and/or the bottom line. Redpoint's data observability features provide full transparency and visibility into the health of your data, giving you confidence that your data is fit for its intended business purpose.

No More "Running Blind"

Many CDPs provide "black box" solutions—they ask users to simply "trust" that the data in the CDP is accurate, complete and up-to-date. Redpoint's data observability technology provides marketers and business users with robust profiles and visualizations that enable consistent monitoring of customer data as it moves through the system.

Streamlined Data Governance

Best-practice data governance includes availability, consistency, data integrity and standards compliance. Redpoint's observability and dashboarding features enable data teams to ensure that CDP data is handled consistently and properly—and treated as a valuable business asset.

Enhanced Operational Efficiency

"Broken" data, poor data quality, data discrepancies—these all cost resources, time and money. Redpoint's observability features enable you to spot issues easily and quickly to prevent errors well in advance of any bottom-line impact.

Measured Results from Redpoint customers:

240

Manual data inputs integrated into one automated process with seamless visibility to any data issues

15X

Faster address hygiene processing compared with competing vendor, while being fully transparent

10%

Reduction in errors directly that improved the bottom line (direct savings on duplicate mailing costs)

Key Capabilities



Real-time Monitoring Dashboards

Get real-time visibility of your data pipelines for prompt identification and resolution of issues as they arise. Charts, visualizations and drill-downs provide insight into data availability, timeliness, quality, unification and readiness.



Data Quality Checks

Regularly assess the quality of your data with validation checks, anomaly detection and data profiling to ensure data accuracy, completeness and consistency.



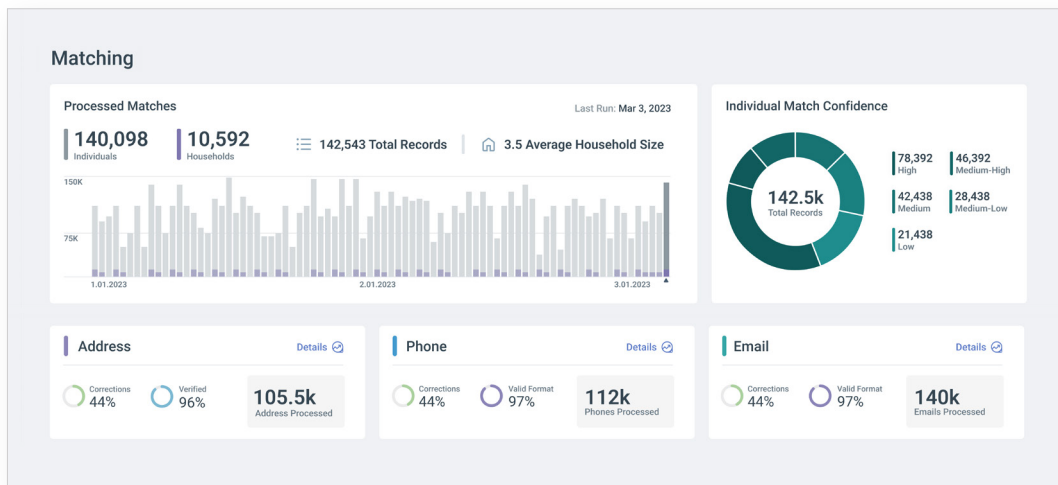
Identity Resolution Review

Monitor match quality and levels of inter / intra source matches for individual and household profiles. Understand the relative value of each data source and the extent to which it adds new customer profiles to the CDP versus enhancing existing profiles.



Data Lineage

Visualize your data's journey from source to CDP destination. Understand changes, dependencies and transformations. Drill down to understand basic lineage, availability and recency for all data.



A Redpoint data observability dashboard showing the health of data moving through the Redpoint CDP

“ We can only do effective analyses and create successful offers because we have strong confidence in our data. Redpoint gives us that confidence.”

- DANIEL MATHIEUX, DIRECTOR, MARKETING INSIGHTS & E-BUSINESS, AAA NATIONAL



RALPH LAUREN



TALBOTS



avis budget group



Kingfisher



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
www.redpointglobal.com