

# Redpoint Orchestration

Create Personalized, Omnichannel Customer Experiences

Leave an impression with your customers by consistently delivering hyper-personalized engagements in any channel and in the context of a customer journey. With Redpoint Orchestration, tune in to customer signals so you can design smart, impactful and tailored journeys that drive loyalty and revenue while reducing operating costs.

### Personalization at Scale

Easily create data-driven journeys & campaigns—with personalized offers, messages and content—based on deep segmentation to deliver customer centric experiences.

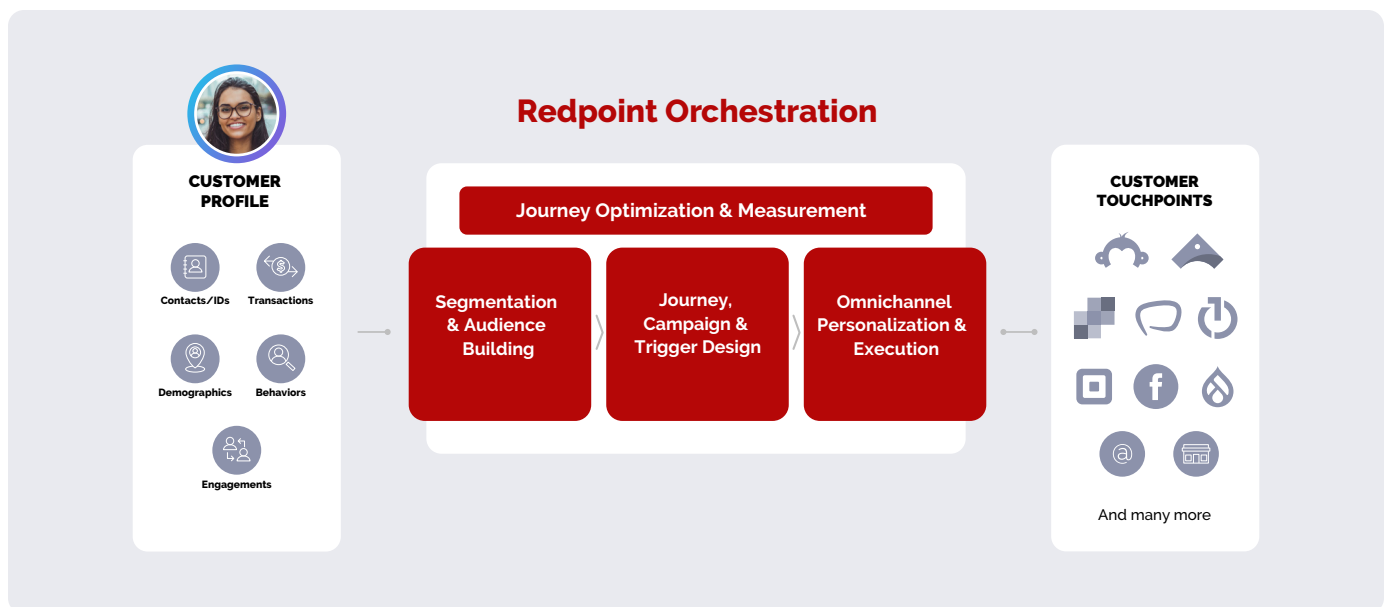
### Always Stay in Sync with Your Customers

Create dynamic customer segments, journeys, campaigns, triggers and tests—without a single line

of code —that bring relevant, meaningful experiences to life in each customer's cadence.

### Make Best Use of Your MarTech Stack

With Redpoint, use your existing customer database and last-mile engagement channels to orchestrate omnichannel journeys through all touchpoints.



## Key Capabilities



### Segmentation and Audience Building

Create segments and audiences to automatically take advantage of new customer data and response information (updated preferences, actions/inactions, engagements, geolocation, weather, etc.).



### Journey, Campaign & Trigger Design

Build simple or intricate journeys that meet individual customers in their preferred channels. Select audience, channel, content and offers at the moment of interaction, making your marketing efforts and customers' journeys contextually relevant and timely.



### Omnichannel Personalization & Execution

With dynamic content based on rules and machine learning models, Redpoint matches the right images and messages with the right customer in every channel, supporting dynamic experiences and triggered campaigns like geofencing or open-time email personalization.



### Journey Optimization & Measurement

Experiment, measure and optimize engagement over time and across customers, channels, campaigns and brands. Collect insights and performance data from your last-mile solutions and utilize this bidirectional response data to close the loop on improving campaign performance, validating a customer's existing journey or sending them down another path.

## Measured results from Redpoint clients:

**4X**  
INCREASE

in segmentation  
granularity without  
adding additional  
resources

**80%**  
REDUCTION

in time to build new  
segments

**91%**  
INCREASE

in revenue with a 40%  
reduction in cost per  
interaction

**20%**  
ROMI  
with 20% more  
efficiency

**“With Redpoint, we have visibility across all of our brands' data and campaigns which is instrumental for creating more meaningful, targeted and timely messages.”**

- ANDREW HELTZEL, CHIEF COMMERCIAL OFFICER, XANTERRA TRAVEL COLLECTION



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](http://www.redpointglobal.com)