The Redpoint CDP

Ignite the Full Potential of Your Customer Data

Getting your customer data right is foundational for use cases in analytics, AI and personalized CX. The explosion of data sources and data siloes, rising customer expectations and the complexity of the MarTech stack make it difficult to get customer data in shape for best use.

With the Redpoint CDP, all customer data is up-to-date, accurate and accessible in a trusted unified customer profile. Using Redpoint, marketers and CX leaders can finally deliver the personalized, omnichannel experiences that delight customers, build long-lasting brand loyalty and drive tangible revenue growth.

The Right Data to Drive Personalized CX

Real-time throughput, built-in data quality, and tunable identity resolution provide the most accurate, up-to-date unified customer profile that is fit to drive all your use cases.

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.

Ultimate Data & MarTech Flexibility

The most complete composable CDP—fits in ANY MarTech stack, AI approach or cloud environment, with zero-copy data—so you can rapidly respond to business changes and grow your use cases.

Measured results from Redpoint clients:

Number of Data Sources	ROI Delivered	Reduced manual data prep	Speed-up data readiness times	300 billion records scaled to
100+	3X	80%	30X	120 TB of data

Key Capabilities

Automated Data Ingestion & Data Quality
Data quality is always-on with advanced parsing, cleansing and standardization across sources to correct human errors as the CDP brings together every source of customer data—from across the enterprise and every customer touchpoint.

Data Observability & Measurement
Don't just take our word for it. Data observability gives you confidence that your data is ready and actionable to power your CX enterprise.

Unification & Identity Resolution
Recognize your customers (known and anonymous, individuals and households) across all points of interaction in real time with identity resolution that you tune for your use cases.

Segmentation & Activation
Personalize every customer experience with dynamic segments and a single point of control for channel activation. No code required.

A Composable CDP that fits seamlessly into your MarTech Stack
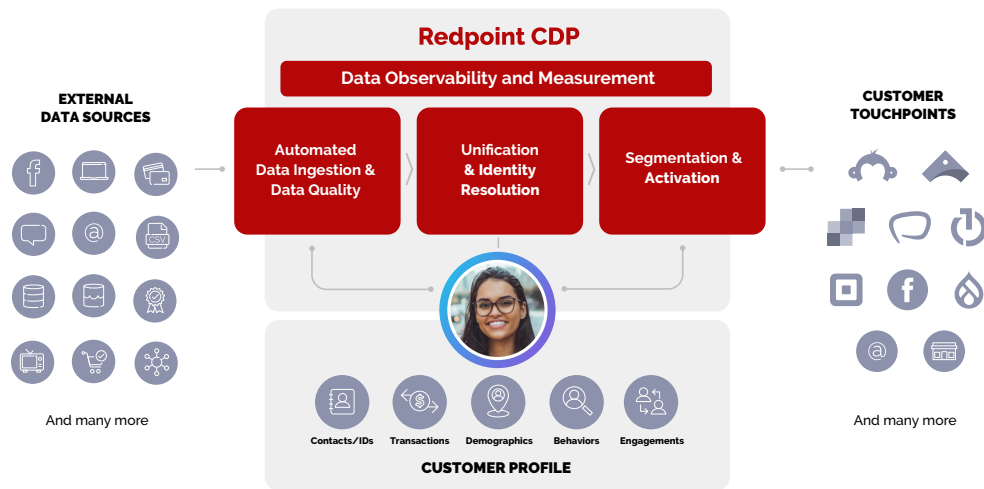
> **Before the Redpoint CDP, I don't think I appreciated enough the importance of having all customer data in once place and having it updated and accurate. Just to get to that point was a huge challenge, but Redpoint got us there. Having that data is key to our personalization programs."**

- ANDREW HELTZEL, CHIEF COMMERCIAL OFFICER, XANTERRA TRAVEL COLLECTION

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To learn more, visit 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.