Redpoint

Unification and Identity Resolution

Go Beyond Matching to Create the
Most Accurate Customer Profile

Drive exceptional customer experience (CX) with a Golden Record built on world-class matching, precise data quality and decisive profile unification.

To deliver a consistently relevant CX, brands need to cut through customer data complexity and develop an accurate, up-to-date unified profile of each customer, despite many different data sources and conflicting signals.

Each customer has multiple identifiers that are always changing and often inaccurate. This is compounded by data that is poorly structured, incorrect and/or inconsistent.

Redpoint perfects your messy data, ensuring unmatched precision and accuracy throughout the complete identity resolution process. By determining that various signals belong to the same customer record and knowing when and why records are a match, Redpoint creates an accurate, precise and trustworthy Golden Record that is the foundation for a deep customer understanding.

Accurate Communication and Relevant Engagement

Ensure highly individualized experiences by accurately recognising your customers, both known and anonymous, across different devices, browsers, sessions and interaction points. With an accurate, real-time and contextual view of each customer, deliver relevant experiences that drive material business results.

Transparent Process, Transparent Results

Don't get trapped in an identity resolution "black box." Redpoint provides transparency into rules, matching and outcomes, so that you can maintain confidence in the accuracy and consistency of your unified profiles—and maximize customer value.

Tunable Identity Rules for Any Use Case

Link and/or relate identities within a household or an organization. Rules that are tunable for any use case allow for a dynamic customer understanding across multiple relationships, such as a business role or position in a household.

Measured Results from Redpoint Customers:

Created	50%	Removal of nearly	Integrated
10 MILLION unique profiles from 700+ million records	**INCREASE** in match rates	**1M** duplicate customer profiles and IDs	**20 DATA SOURCES** (2,400 data elements) into a single customer view

Key Capabilities

Flexible, Tunable, Probabilistic & Deterministic Matching

Achieve highly accurate match results with a combination of tunable, probabilistic, statistically based matching and deterministic matching (where an exact match is found on a unique identifier or set of identifiers). Build identity from the first brand touch through a web visitor's digital footprint. Manage both known, PII-based profiles and anonymised records.
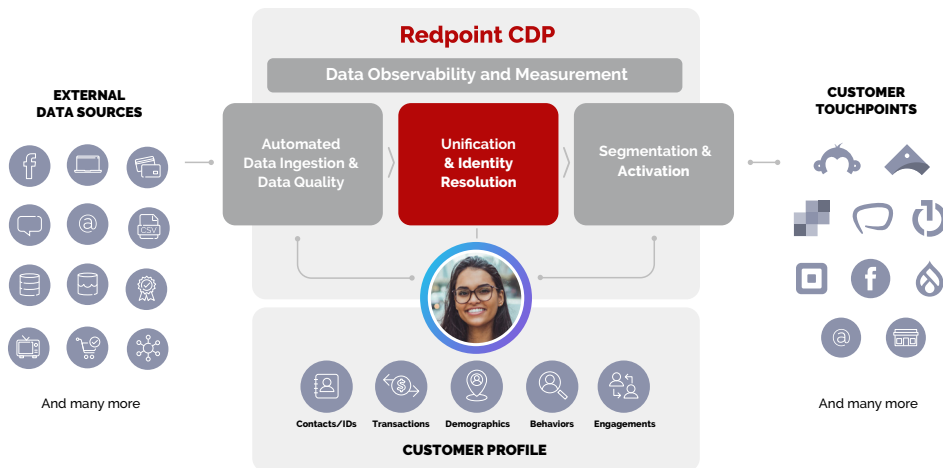
Online & Offline Data Stitching - At Scale

Unify online and offline data using sessions, cookies, email and physical addresses, phone numbers, account details, device IDs and card tokens. Pre-built automated matching rules perform identity resolution at household, person, address, company and account levels—all without coding or developing custom algorithms.

Enterprise Wide & Multi-Region First-Party Data Foundation

Use a consistent approach to ID resolution for all brands and business units for a complete picture of each customer—with independent IDs at the unit level that can be globally linked. Rely on Redpoint's native capabilities to cleanse and standardize names, addresses, phone numbers and email addresses across 240 countries.

Consistent & Trustworthy Identity with Persistent Keys

Create a real-time 360° view of every customer profile that includes a permanent key identifier for each identity. Apply natural changes as and when they occur, such as combining or breaking apart household or business profiles and recording address changes. Ensure regulatory compliance with a unified view of consent marketing preferences.

EXTERNAL DATA SOURCES · And many more

Redpoint CDP
Data Observability and Measurement
- Automated Data Ingestion & Data Quality
- Unification & Identity Resolution
- Segmentation & Activation

CUSTOMER PROFILE: Contacts/IDs · Transactions · Demographics · Behaviors · Engagements

CUSTOMER TOUCHPOINTS · And many more

> ❝ 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 starting to deliver consistent, relevant, personalised messaging across all channels."

- MARKETING VP, TRAVEL & HOSPITALITY BRAND

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 Redpoint

To learn more, visit www.redpointglobal.com