



 Redpoint™

# Doing More With Less

A Retailer's Guide to Personalized CX

Presented by **STEVE ZISK**



# Steve Zisk

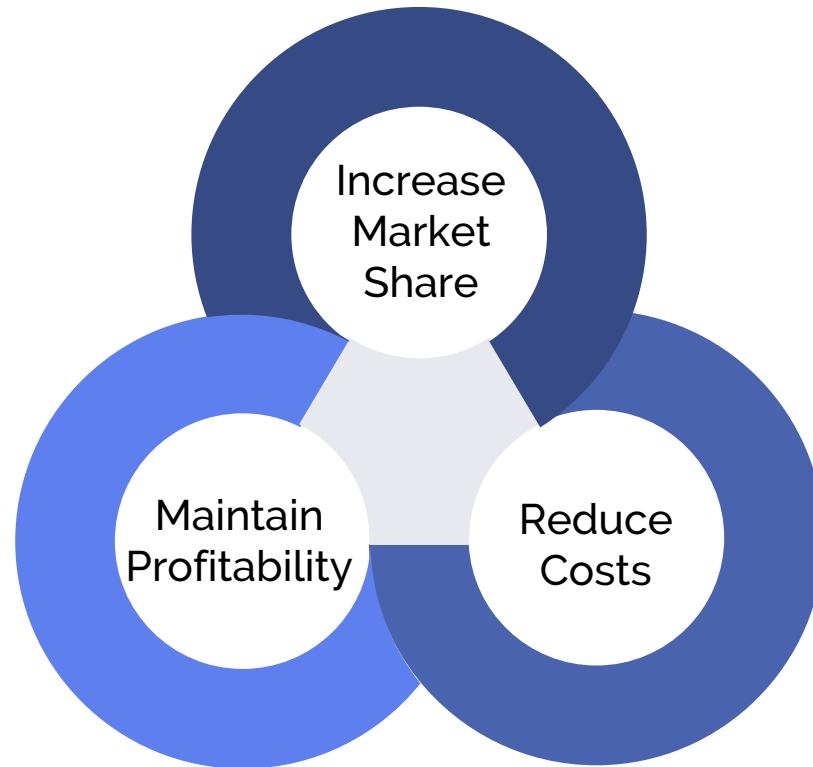
Product Marketing Principal  
Redpoint Global

# Retail Landscape Challenges

## OVERALL MARKET



## COMPANY EXPECTATIONS



## CUSTOMER GOALS



# MarTech Challenges

Customer Data is unfit to drive the type of personalization brands want to deliver...and consumers are demanding



Single Customer View  
Deficiencies

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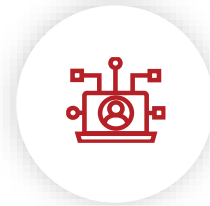
Identity  
Stitching

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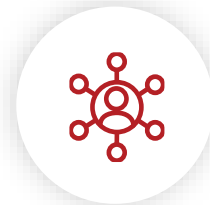
Timeliness of Data  
in Customer Cadence

Fragmented data & technology is getting in the way of brands delivering customer-centric CX



MarTech Fragmentation  
& Channel Proliferation

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Omnichannel  
Complexity

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Customer Data  
Monetization

**What  
Should a  
CDP Do  
For Me?**

✓  
Help me  
understand  
my customer  
better

✓  
Increase the  
value of my  
customer  
interactions

✓  
Solve my data problems:  
Quality, Accuracy, Availability



**Make my life simpler!**  
Less IT, fewer tools, more agility

# Modeling My Customer

## Data Models are Everywhere!



### ✓ Understanding my own data

- PII, attributes, aggregates, predictions
- Insights and Visualizations



### ✓ Enriching my understanding

- Third-party data?
- Better predictions



### ✓ Using customer models

- Shared understanding
- Improved CX and value

# What is Data Quality?

## More than...

- “bringing all data together”
- “using AI for identity resolution”
- “running on top of your cloud database”

You need accurate, complete, timely customer data

- ✓ Fix problems caused by human errors
- ✓ Understand and accurately match fragments of identity
- ✓ Suitable for digital and offline uses

Make data available when and where needed!

How do I educate myself, try out practical capabilities, and get my day job done?

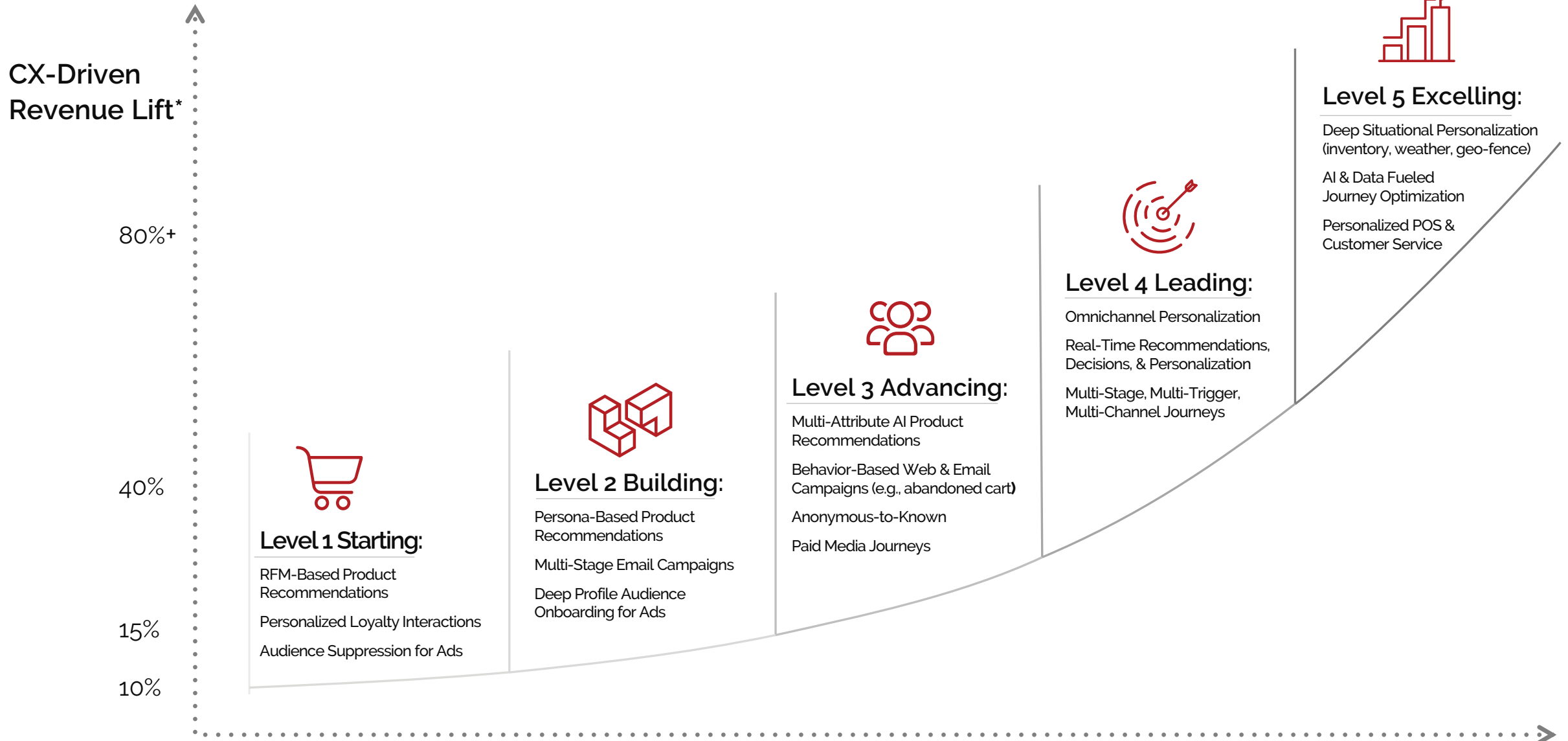


# The Challenge of AI

- “Bright Shiny Future”?
- Practical AI is needed for today: solve some real use cases, please
- **Every Single Vendor** is offering this!



# Retail – Capability / Maturity Use Cases



# Redpoint CDP for Retail™

## Simply Compelling



### Data

Silos, incomplete, inaccurate static view of customer



Send us your data, and we build actionable, accurate, dynamic Golden Records

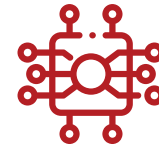


### Marketing

One-size-fits-all, inconsistent, ill-timed messaging/content



Superpowered segmentation and activation to drive personalized CX – no code required



### Technology

Long cycle times, inflexibility for marketing initiatives



Composable, data-in-place for low costs and increased agility

# Redpoint CDP for Retail



# Best Practices for a CDP



## Make my process better

- Look at data, teams, tech
- Measure everything I can



## Socialize the value

- Focus on practical use cases
- Communicate successes



## Extend your use cases

- Walk up the maturity curve
- Needs beyond marketing

# THANK YOU

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