

Redpoint CDP for Retail

Craft personalized customer experiences that build brand love with a solution that's purpose-built for retail.



Increase traffic and revenue through your digital and physical touchpoints with the Redpoint CDP for Retail. Redpoint unifies your siloed customer data into a single view and makes it simple to create dynamic customer journeys and deliver effective, highly targeted omnichannel campaigns.

You'll personalize customer engagement to drive revenue growth while reducing interaction costs.

- ✓ **Unlock Actionable Customer Data & Insights**
Redpoint gathers and synthesizes data from every customer touchpoint, providing deep insights into customer behavior, preferences and intent.
- ✓ **Personalize Retail Marketing**
Build relevant and engaging integrated marketing campaigns using readily accessible, comprehensive profiles and no-code, dynamic segmentation. Connect with customers in the moments that matter as you fine tune your marketing programs to hit revenue targets.
- ✓ **Activate to Marketing Channels**
Design, orchestrate and measure integrated marketing programs with ease. Redpoint provides easy connectivity to email, SMS, push, social, direct mail, advertising and other channels to deliver impactful campaigns.

MEASURED RESULTS FROM REDPOINT CLIENTS

3x

ROI
Delivered

20%

Lift in Market
Basket Size

80%

Reduced manual
data prep

30x

Speed-up data
readiness times



Quick time to value

Reduce campaign deployment times by 75 percent, making an immediate impact and helping you adapt to changing markets.



Reduced cost and complexity

Easy cloud deployment lets you take control of your data and campaigns and get the most value for your investment.



Revenue and retention

Relevant and timely interactions improve conversions and revenue. Optimize engagement via a better understanding of customers.

KEY CAPABILITIES

+ Retail Data Model

Target key segments and drive personalized interactions with a comprehensive retail data model that's based on industry best practices and has all the attributes you need, without time-consuming IT setup.

+ Automated Data Ingestion & Data Quality

Data quality is always-on with the only CDP that cleans your data as it enters the system, using advanced parsing, cleansing and standardization across sources to correct human errors and ensure your CX is performing to its greatest potential.

+ Profile Unification & Identity Resolution

Recognize your customers (known and anonymous, individuals and households) across all points of interaction in real time with identity resolution tuned for your use cases.

+ Retail-Specific Predictive Modeling & Insights

Determine next-best-actions and drive campaigns with built-in, retail-specific predictive models that measure individual customer engagement, likelihood to make a purchase and an Nth/second purchase at the time of the first, as well as recommend products, identify churn risks, and score customer LTV.

+ No-Code Segmentation & Activation

Personalize every customer experience with dynamic segments and a single point of control for channel activation. Build segments using the AI tool or by selecting them in the visual builder, no code required. Activate with connections to advertising, email, SMS, push and other channels to deliver impactful, personalized campaigns.

+ Analytics & Reporting

Measure integrated marketing campaigns with ease. Analyze data using visual graphs and familiar spreadsheet columns, rows and functions.

+ Data Observability & Quality Dashboards

Understand your data quality at a glance. Validate and visualize segments as you build them, spotting exactly where and by how much audience counts change when you add and refine attributes.

+ Training & Ongoing Enablement

Move successfully and confidently from strategy to execution with included training and ongoing enablement services.



To learn more, visit
www.redpointglobal.com