Drive Customer Acquisition with Smarter, Cleaner Data

Maximize Adobe's Performance with Accurate Customer Identification

Most CDPs overlook a key foundation: data readiness. Without clean, accurate information, you risk overspending, engaging duplicate customers, or missing out on new opportunities. Redpoint's automated data quality processes clean, standardize, and unify customer data, enabling faster, more precise prospecting and a deeper understanding of your audience.

Redpoint Data Readiness operates in cloud, private cloud or on premise environments, ensuring consistent, accurate customer profiles that work seamlessly with Adobe Experience Platform. With real-time updates and high-quality data matching, you can focus on effective acquisition strategies instead of struggling with incomplete or unreliable data.

Fuel Acquisition with Precision Data
Advanced, automated identity resolution — including householding — creates a trustworthy, consistent customer profile. This ensures smarter acquisition campaigns and seamless customer experiences across all channels.

Efficiency Meets Results
Streamlined data preparation significantly reduces manual effort, delays and costs. Redpoint aggregates data into calculated attributes tailored to your workflows, ready for activation in a no-code environment.

Built to Fit Your Business
Deploy Redpoint in your preferred environment and integrate it seamlessly with your Martech stack. Gain a competitive edge with a front-end data quality and identity resolution service, customizable to your unique use cases.

Measured results from Redpoint clients:

3x
Conversion Lift from Improved Match Rates

Reduced manual data prep
80%

97%
Reduction in data processing time.

Why Redpoint with Adobe?

+ Reliable Customer Data Across Channels

Redpoint unifies customer data from across your enterprise. Its always-on data quality processes resolve errors and inconsistencies, ensuring every touchpoint and marketing system is working with the same accurate view of your customers.
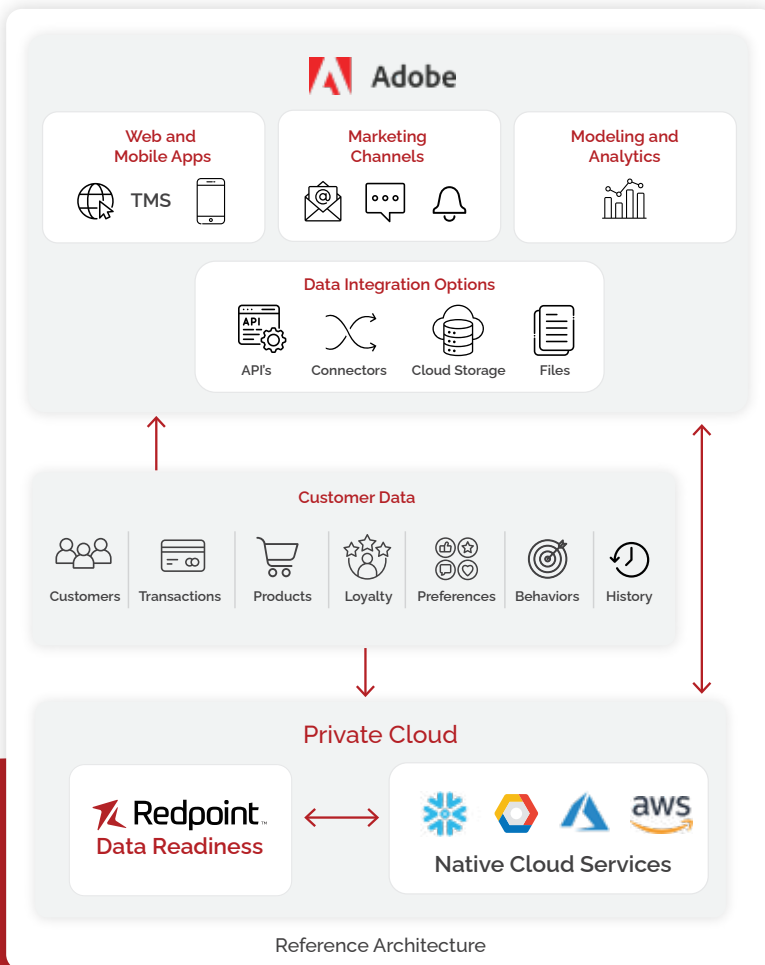
+ Precise Matching, Every Time

High-quality data and flexible match rules eliminate both overmatching and undermatching. Redpoint ensures your prospecting and customer engagement efforts are supported by accurate identity resolution, even for complex use cases like householding or business relationships.

+ Simplified Data Preparation

Redpoint significantly reduces the time and effort required to make your data actionable. By automating repetitive tasks and ensuring clean, usable data, your teams can focus on delivering effective customer experiences instead of data management.

+ Faster Activation, Better Results

Minimized data prep time means you're ready to act when opportunities arise. With precise customer profiles in hand, you can make confident, timely decisions about acquisition lists and marketing campaigns while competitors are still catching up.

Adobe

Web and Mobile Apps	Marketing Channels	Modeling and Analytics
TMS		

Data Integration Options

API's | Connectors | Cloud Storage | Files

Customer Data

Customers | Transactions | Products | Loyalty | Preferences | Behaviors | History

Private Cloud

Redpoint Data Readiness ↔ Native Cloud Services

Reference Architecture

> *"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, personalized messaging across all channels."*
>
> **- MARKETING VP, TRAVEL & HOSPITALITY BRAND**

Redpoint™

To learn more, visit
www.redpointglobal.com