

## REDPOINT FOR DIRECT MARKETERS

# Drive Exceptional Experiences from Digital to Doorstep



Redpoint gets your data ready for marketing success across channels. Get the most accurate, complete, and timely view of your customers and their households to drive targeted, cost-effective results.

### Why Redpoint?

#### Flawless Data, Powerful Insights

The Redpoint Data Readiness Hub ensures flawless, precisely matched customer and household data, enabling deep insights that drive impactful customer experiences.

#### Meet Your Target Audience in Every Channel

Execute omni-channel campaigns across digital and physical touchpoints. Deliver the right messages and offers to the right person at the right time, driving traffic to the website and to the store.

#### Personalize Offers...at Scale

Handle all your complex physical and digital campaigns with ease. Integrate source codes, promo codes, and personalized couponing to drive improved response rates and conversions.

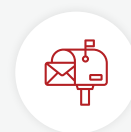
#### Operate with Speed and Agility

Accelerate large data processing jobs, cutting hours from projects. Handle millions of customers, billions of transactions, and thousands of data models at enterprise speed. Redpoint handles the details of complex mailing and cataloging, like cell lists, rooftop geolocation and mail sort.

#### Efficient Campaigns, Lower Costs

Optimize your costs with clean data. Accurate customer identification and advanced segmentation reduce mailing expense, digital ad waste, and consumption costs.

### Measured results from Redpoint clients:



# \$50MM

Incremental Sales

DIRECT MAIL



# 97%

Revenue Growth

EMAIL MARKETING



# \$15MM

Incremental Sales

LIFECYCLE MARKETING

## Redpoint Capabilities

### + Relationship and Household Insights

Customizable – or “tunable” – rules allow you to recognize customer identities across relationships, like households or accounts, and to maintain profiles over time at a level that's right for your business.

### + Automated Data Quality and Transformations

Redpoint automates parsing, address standardization, calculation and aggregation across sources. Data is cleansed and refined automatically, ensuring quality for key attributes like name, address, phone, and email.

### + Advanced Data Unification and Identity Resolution

Build identity from the first brand touch. Redpoint creates the most accurate unified customer profiles using advanced probabilistic and

deterministic matching. It tracks and manages customer interactions across both known and anonymous records and unifies online and offline data – from sessions and emails to physical addresses.

### + Dynamic and Detailed Segmentation

Effortlessly create, visualize and test fine-grained audiences, based on all the details necessary for individualized interactions, outreach, and print. Divide audiences by demographics, geolocation, postal details or audience attributes to create individual microsegments and cells for your outreach campaigns.

### + Up-to-Date Profiles

Redpoint updates your unified customer profiles in real-time as changes occur, including household, business profile and address changes.

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*“New loyalty members....[who] make at least one online purchase spend 68% more. The easier you make it to shop through personalization, the easier it is to increase share of wallet. And Redpoint is absolutely at the center of that.”*

- CEO, HOME IMPROVEMENT RETAILER



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