

REDPOINT FOR DIRECT MARKETERS

Drive Exceptional Experiences from Digital to Doorstep



Personalize with confidence. Campaigns built on clean, identity-resolved customer data deliver more relevant messages, better-timed offers, and personalized experiences that convert.

Why Redpoint?

Flawless Data, Powerful Insights

Finding your next best customer is nearly impossible with a blurry view of your current ones. Redpoint delivers clarity at the individual and household levels for deep audience insights and strategic decisions.

Master Personalization - At Scale

Handle even the most complex omnichannel campaigns with confidence. Eliminate the risk of mismatched offers with flawless identity at the core. Integrate source codes, promo codes, and personalized couponing to drive improved response rates and conversions.

Simplify Large-Scale Campaign Prep

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

Better Campaign Performance and ROI

Maximize every impression with precise audiences that pinpoint the right customers and reduce ad waste, mailing 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

+ Advanced Identity Resolution

Build unified profiles from the first touch, resolving identities from anonymous to known with advanced probabilistic and deterministic matching. "Tunable" rules customize recognition of customers across complex relationships like households and accounts.

+ 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.

+ Always-Current Unified Profiles

Redpoint delivers unified profiles that never go stale. Updating records in real time as customers move and transact both online and offline ensures your household and business insights stay as dynamic as the people they represent.

+ AI-Powered Segmentation and Audiences

Build precise audiences quickly using intuitive, AI-assisted tools. Redpoint's visual builders help simplify even complex audiences. Divide by demographics, location or other audience attributes to create microsegments and full audiences. In-line waterfall counts reveal modification impacts as you build.

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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



To learn more, visit
www.redpointglobal.com