

CLOSING THE CONTEXT GAP: The New Rules of Enterprise Growth

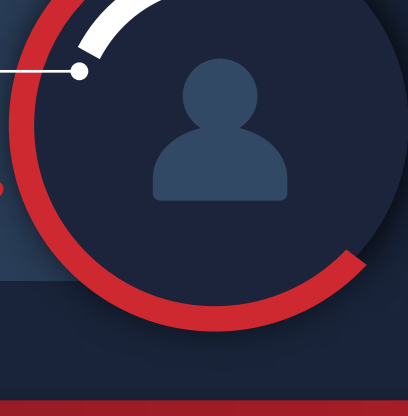
TREND 01

Personalization is the Profit Engine

Generic marketing is a **cost** center; personalization is a **profit** center.

Customer-centric leaders:

- achieve **10%** higher compound growth
- 60%** more profitable



THE SHIFT: Moving from marketing buzzwords to operational reality.

THE DRIVER: Journey-aware AI fueled by real-time contextual data.

Static Segmentation is Dead

TREND 02

Demographics are history. Growth now lives in **intent-driven, micro-behavioral segmentation models.**



THE GOAL: Moving from One-to-Many to One-to-One.



THE EDGE: Predict the "Next Best Action" and deliver high-touch experiences without increasing headcount.

TREND 03

Data Readiness is the #1 AI Priority

AI is only as powerful as the data feeding it. While AI-ready data is the **#1 enterprise investment priority**, the stakes are brutal.

THE RISK: 60% of AI initiatives **fail** due to poor data foundations.

60%

THE REALITY: Data readiness is the single biggest barrier to value.

Escaping the Data Quality Trap

TREND 04

Automation amplifies bad data. Inaccurate, stale, or fragmented inputs lead to "automated uncertainty."

THE COST:

Poor data quality bleeds an average of

\$12M-\$15M annually

THE NEW STANDARD:

Data Must Be Right

- Complete
- Accurate
- Timely

And Fit For Purpose

- Actionable
- Trusted
- Compliant

TREND 05

The Composable Breakthrough

The average enterprise juggles **12+ disconnected data tools**, creating silos and lag. To scale, data quality must be an "always-on" capability.

THE FRAMEWORK:

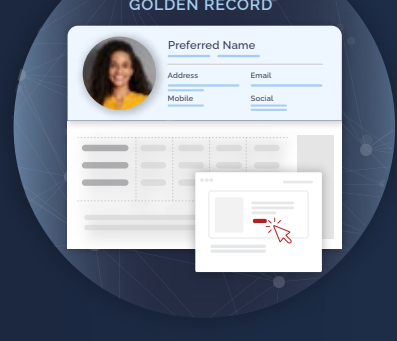
- Connected
- Contextual
- Continuous
- Curated

THE MOVE:

Switch from rigid, linear processing to **Composable Architecture** to unify your CDP, Segmentation, and CX Automation.

Redpoint Data Readiness Hub

THE SOLUTION

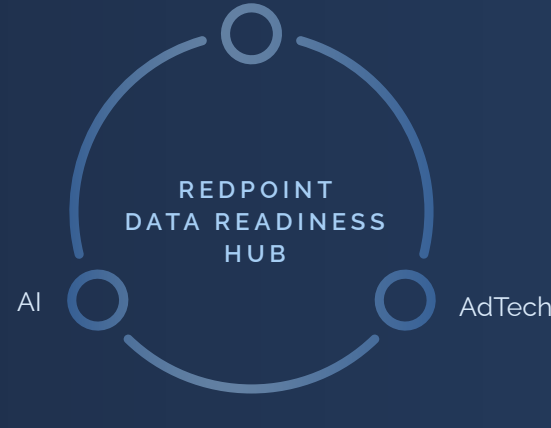


THE GOLDEN RECORD: YOUR 360° REALITY

Achieve a true, real-time view of the customer across every disparate channel. No lag, no gaps—just one version of the truth.

CLOSE THE CONTEXT GAP

Redpoint unifies, activates and continuously refines the Golden Record, turning raw data into an enterprise-wide asset that drives all your AI and CX use cases.



REDPOINT'S COMPOSABLE PLATFORM



THE COMPOSABLE ADVANTAGE



Built-in Logic:

Native customer data intelligence—no vendor lock-in.



Real-Time Throughput:

High-velocity activation for a competitive edge.



Cloud-Agnostic Agility:

Modular deployment across any database or cloud.

THE BOTTOM LINE

Proven Impact

Redpoint delivers breakthrough performance for the world's leading organizations:



3X ROI
in Year 1



79% Lift
in Conversions



80% Productivity
Improvement

Our solution reduces costs, improves productivity and drives revenue. Ready to see it in action?

To learn more, visit www.redpointglobal.com