

REDPOINT DATA READINESS HUB

# One Trusted Customer Data Foundation. Shared By Every Team.



The Redpoint Data Readiness Hub automatically builds and maintains a complete customer 360 — a single, unified view drawn from every data source you have, kept clean, identity-resolved, and continuously refreshed. So every campaign, experience, and AI initiative starts from an accurate, trusted foundation your entire team can act on with confidence.

### Always-On Audiences

Move from static lists to living segments that update automatically as customer behavior changes. Every segment carries the full context of a customer's history, behavior, and identity, so your audiences always reflect who your customers are right now, not who they were yesterday.

### Campaigns That Go Out Right. Every Time.

When your customer profiles are accurate and rich with context, the right message reaches the right customer across every channel, eliminating waste, sharpening every interaction, and converting deep understanding into real revenue.

### Deliver Cleaner Data While Shrinking Your "To Do" List

Redpoint takes customer data work off your hands by handling identity resolution, data quality, and unification upstream. Marketing teams can self-serve audiences without burdensome ticket queues, fragile pipelines, or rising infrastructure costs.

### Flexible, Scalable, and Future Ready

Seamless integration into your existing tech stack and a continually growing list of supported connections allows for flexibility as your needs evolve. The cloud-native Hub deploys securely in Snowflake or Google Cloud, minimizing data movement while enabling activation across your preferred downstream solutions.

### Measured results from Redpoint clients:



**4.9x**

Improved Match Rates  
ADVERTISING



**97%**

Revenue Growth  
EMAIL MARKETING



**\$15MM**

Incremental Sales  
LIFECYCLE MARKETING



**80%**

Reduced Manual  
Data Prep Time

## 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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*"We chose Redpoint because its approach to data quality, identity resolution, and profile unification gave us the most accurate, unified view of our customers – something no other solution could deliver. Redpoint serves as the engine of our customer data strategy, enabling us to move from a transactional company to a relationship-driven one."*

- DEAN RIVIERA, CIO, CERTAPRO PAINTERS



DATA READINESS HUB  
(Professional Plan)



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