

REDPOINT IDENTITY STUDIO

Explainable Identity Resolution for Snowflake

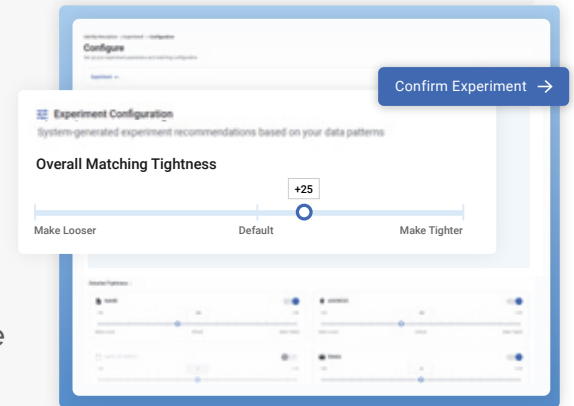
Build persistent customer identities directly inside Snowflake with configurable match logic, explainable merge decisions, and stable identity keys designed for AI, analytics and activation workloads.

Data clouds centralize data, but they don't curate it – and identity resolution is where that gap hurts most. Redpoint Identity Studio resolves customer identities natively inside your own Snowflake environment, giving data teams control over match logic and merges, and visibility into every decision.

- ✓ **Configure, Inspect and Refine Every Match Decision**
Configure deterministic and probabilistic match rules without writing code. Review why records merged, correct exceptions, test rule changes against real data before promoting to production, and override specific merges.

- ✓ **Trusted Identities, Built Entirely in Your Snowflake Environment**
Matching runs natively inside your Snowflake environment, under your existing governance, security and access controls. Your PII and identity outputs remain under your control at all times.

- ✓ **One Identity Layer for Every System**
Create a single, persistent identity layer to feed AI workflows, analytics, customer engagement, real-time decisioning and more. Every team works from the same customer identity foundation.



Measured results from Redpoint clients:



3M

duplicate and incomplete records removed



3x

ad conversion lift from resolved profiles



FIRST

matched results within installation session

Built for Precision, Transparency and Stability

+ Configurable Match Settings

Configure deterministic rules for exact identifier matches and probabilistic rules for partial or fuzzy signals. Tune precision from individual resolution to household and relationship linking directly through the UI, without writing code.

+ Transparent Match Review

Inspect any match group, see exactly why records merged, and override results when needed. Easily answer the question, “*why did these records merge?*”

+ Built-In Experimentation

Test identity logic changes against your full dataset before promoting updates to production. Compare outcomes, validate accuracy and refine matching strategies without disrupting downstream systems.

+ Persistent Identity Keys

Maintain individual and household identities across runs, so dashboards, AI models, and operational joins remain consistent as new records enter the environment.

Identity Resolution > Manual Overrides

Manual Overrides

Search for records, build your review workspace iteratively, and create match overrides without modifying production rules

Workspace

+ Back to Search Show expanded view Reset Clear Add suppression... Add New Group

G2 (4)

ID	GROUP	NAME	ADDRESS	CITY	PROVINCE	POSTCODE	PHONE
1000006	1000006	SARA WILSON	142 E MECHA...	DENVER	CO	80204	3030001234
1000007	1000006	SARAH WILSON	23 N STATE ST	BOULDER	CO	80306	3031230000
1000008	1000006	SARA W	23 N STATE ST	BOULDER	CO	80306	3031230000
2002136	1000006	SARA WILSON	142 E MECHA...	DENVER	CO	80204	3030001234

G1 (2)

ID	GROUP	NAME	ADDRESS	CITY	PROVINCE	POSTCODE	PHONE	EMAIL	ACCOUNT
2321190	2321190	JOHN MEYERS	14A MAIN ST	HOUSTON	TX	77008	7130001234		
2330933	2321190	JON MEYERS	14A MAIN ST	HOUSTON	TX	77008	713		

Save overrides



Request a demo or learn more about Redpoint Identity Studio.

www.redpointglobal.com/request-demo