



Future Proof Your Marketing Technology with RedPoint™

To meet the evolving demands of customers and keep up with the ever-changing channel landscape, you need marketing technology that is flexible, connectible, intuitive and capable of handling the underlying data demands that fuel effective omnichannel marketing.

You can't afford for changes in the marketing landscape to affect the productivity of your marketing efforts. Or worse, bring your operation to a standstill as you await updated connectors from your vendor.

And now you don't have to...

The RedPoint Software Developers Kit (SDK) is an architectural component of the RedPoint Convergent Marketing Platform™ that allows us to quickly respond to your need to connect to any marketing ecosystem.

RedPoint uses the SDK architecture within its marketing platform to pre-build integrations and interfaces for our customers.

And when RedPoint develops a connector, the maintenance and support of that connector is integrated in all future releases. So, you're always connected to the latest version of the services critical to your success.

"Several elements of what RedPoint does are truly unique. First, RedPoint has strong capabilities for improving the effectiveness of our marketing across multiple channels. Second, to optimize our marketing, we need to source data from multiple systems. That's not an uncommon problem for marketing teams, but most marketing software vendors don't offer that. RedPoint does."

CEO, Consumer Goods Manufacturer

Supporting Your Success at Every Step

RedPoint's commitment to connectivity continues with more than 80 out-of-the-box connectors to social networks, email service providers (ESPs), digital asset management (DAM) systems, cross-platform push messaging services for mobile, real time caching systems and other digital marketing players like DMPs. This insures a single point of operational control for the modern marketer – a better alternative than the fragmented and siloed data, process and applications that is the current reality.

Connector Strategy Adapts to Change

RedPoint's flexible connectivity future proofs your marketing technology:

- Quickly react and connect to any marketing ecosystem changes.
- Embrace the change and multiplicity of channels and social networks and devices.
- Support complex decision models and social media triggers.
- Automate management of the customer journey.

The RedPoint Platform Stands Apart

The RedPoint SDK supports a modern paradigm that is unique to the marketplace:

- Designed with clear purpose and transparency to connect to any environment.
- Establish processes to ensure ongoing fidelity of connectors.
- Keep pace as the marketing ecosystem evolves; no "hard-coded" channels.

The RedPoint Software Developers Kit Provides Flexibility and Transparency



Always stay connected to the latest version of the services your business depends on



Seamless connectivity, all of the time



Quick response to your requests for preferred providers, the newest social network or custom delivery channels



Responsive to changing customer needs



Don't let downtime affect your productivity; the RedPoint platform supports rapid deployment and updates



Architected for non-disruptive implementation and maintenance

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RedPoint

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