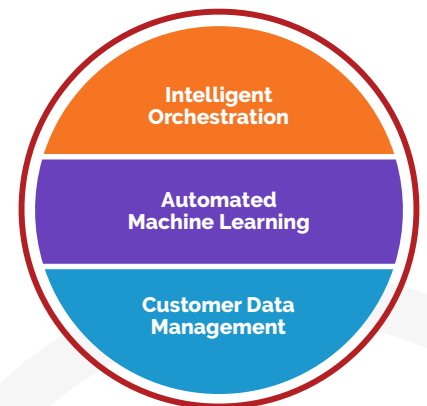




# This Is How Leading Marketers Lead Markets™

Deliver unparalleled personalization with the rgOne platform

It's more important than ever before to understand customers and predict their behaviors, to personalize engagement with them. The rgOne™ platform from Redpoint Global makes this possible. The platform gives marketers a single point of control that allows them to **connect** customer data into a rich, single customer view (i.e., a Golden Record), **analyze** it, and then **orchestrate** highly personalized and profitable marketing campaigns. Its unique architecture and flexible deployment ensure that you can meet your security requirements. rgOne supports the needs of companies across a wide range of industries, including financial services, healthcare, travel and hospitality, and retail.



rgOne's unique capabilities are delivered through Customer Data Management, Automated Machine Learning, and Intelligent Orchestration. Together, they enable you to move from broad segments, linear journeys, and static messages to segments of one, dynamic journeys, and contextually relevant offers and recommended actions. Additionally, the

platform removes latency, providing the agility marketers need to move in-step with their customers and improve marketing effectiveness. Using rgOne, you can deliver truly personalized one-to-one marketing in real time—at scale and across channels.



**Customer Data Management** empowers you to capture and use all that is knowable about every individual customer. It brings together first-, second-, and third-party data (batched or streaming) in real time from internal and external systems. This includes everything from CRM and call centers to POS and email systems to preference center and website behavior data. And it incorporates probabilistic and deterministic matching for identity resolution. The result is a continually updated Golden Record for each customer that you can use for cross-channel engagement in real time.



**Automated Machine Learning (AML)** analyzes data at the moment of its capture. This enables you to take such actions as generate a next-best message or offer at the cadence of the customer and with contextual relevance. It also enables you to better understand customers propensity to buy or churn, as well as a number of other customer behaviors and preferences. Its sophisticated machine learning will help you enhance your customer journeys and automate tactical marketing decisions that support your key business priorities—allowing you time for more strategic endeavors. AML is designed to help your team analyze, build, use, and optimize dynamic models using real-time data so they don't go stale. With rgOne, you can use data from customer behaviors, interactions, and transactions, as well as other sources, to drive your AML models.



**Intelligent Orchestration** delivers real-time, personalized engagement across all of your channels. It also enables you to design and coordinate individualized customer journeys across inbound and outbound, and digital and physical touchpoints. It is flexible enough to help you execute either simple one-off campaigns or complex multitouch, multichannel customer journeys. Dynamic rules and content allow you to match each customer's cadence as their interests, needs, and preferences evolve.

rgOne uses best-in-class data quality and integration to give you a precise view of each consumer. This is core to driving hyper-personalized engagement in real-time. Another vital element of the rgOne platform is its unique open-garden architecture, which helps to future-proof your martech investments allows you to leverage existing martech investments, while future proofing you against new channels.

When it comes to ROI, rgOne's integrated solutions help organizations perfect their customer experience, which fuels highly personalized and engaging interactions—not only delivering value to customers, but also increasing their value to the business. The formidable combination of Customer Data Management, Automated Machine Learning,

and real-time Intelligent Orchestration is simply the most advanced, most reliable means with which you can build compelling real-time customer journeys, optimize and validate your strategic decisions, and transform unique insights into profitable actions.

#### About Redpoint Global

With Redpoint's software platform, innovative companies are transforming their customer experiences across the enterprise and driving higher revenue. Redpoint's solutions provide a remarkably unified, single point of control where all customer data is connected and every customer touchpoint intelligently orchestrated. Delivering more engaging customer experiences, highly personalized moments, relevant next-best actions and tangible ROI—this is how leading marketers lead markets. To learn more, visit [redpointglobal.com](http://redpointglobal.com).



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