Redpoint AI

Better Data Yields Better Results

AI has vast potential to help marketers better understand their customers and better align marketing programs, campaigns and emerging CX use cases with that enhanced understanding. Through personalized insights, predicted actions, dynamic segmentation and next-best actions, AI can help achieve significant results.

By putting the most accurate, real-time customer profile data into the hands of marketers, Redpoint AI gives you the power to create and scale AI-driven personalized customer experiences that drive revenue. Redpoint AI offers the most advanced, reliable means to analyze, build, predict, and optimize the customer experience for today's always-on, continuously connected customer. Redpoint AI powers a smart data cycle that supports clean data and accurate AI models (yours or Redpoint's) to produce the best possible personalization, while continually feeding back results to build better models.

4X
increase in segmentation granularity without additional resources

80%
reduction in model prep time by using better data

30X
speed-up data readiness times

97%
reduction in batch processing times

20%
ROMI, with 20% more efficiency

Leverage Redpoint AI to power a personalized CX

Drive AI Performance with High-Quality Data

Relevant AI—whether it's analysis, training, prediction, recommendation or content generation—will only be as good as the data that fuels it. The Redpoint CDP ensures data excellence right from ingestion, creating a reliable Golden Record with continuously updated customer information. Leverage this robust foundation for your analytics and CX operations across various frameworks such as Databricks, Snowflake, Google, Azure, and others.

Deepen Personalization with AI Insights

Redpoint AI simplifies building dynamic segments with natural language processing, both to generate segments and for segment insights. Additionally, it allows you to automatically generate journey and interaction designs (available soon).

Leverage Our AI Models or Bring Your Own

Redpoint AI offers out-of-the-box predictive models, enabling marketers to quickly implement automated, guided AI-driven personalization. Additionally, Redpoint supports bring-your-own model (BYOM), letting you define segments, attributes, journey paths, and real-time decisions with AI.

KEY USE CASES

Better understand customer data

- **AI-ready data** – Ensure customer data is prepared and structured in a way that AI algorithms can easily process.
- **Predictive AI** – Utilize predictive models derived from fit-for-purpose customer data to anticipate customer behavior and preferences.

Integrate with existing systems

- **Integration with chatbots** – Fuel chatbots and other communication platforms with AI-generated insights.
- **Integration with MarTech tools** – Explore integration with various marketing tools such as a content management system (CMS), chat tools and digital experience platforms (DXPs) to enhance content and decision-making processes.

Leverage AI for personalization

- **Generative AI** – Implement generative AI to create personalized customer interactions, founded on the unified customer profile.
- **Personalized prompts** – Create prompts based on individual customer characteristics, preferences and context to generate highly personalized responses.
- **Real-time personalization** – Use AI at the point of decision-making to improve customer understanding, propensity, intent and other customer actions as well as building real-time, tailored offers and responses.

Make smarter decisions with AI-Infused decision engine

- **Decision engine** – Redpoint AI powers the Redpoint real time decision engine, integrating AI-infused decisions seamlessly into existing marketing technologies.
- **Smart data feeds** – Provides contextual customer data to AI frameworks, allowing them to make hyper-personalized decisions.

> **❝ With Redpoint's segmentation capabilities, our communications are timely, relevant and extremely personal—and we scale that one-to-one marketing and deep personalization to every customer and prospect"**
>
> **- ANDREW HELTZEL, XANTERRA**

To see how Redpoint AI makes personalization possible, [schedule a demo today](#).

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