

Redpoint **Digital Advertising**

Targeted Advertising with First-Party Data



Harness the power of your own data for **targeted advertising that converts, with the Redpoint CDP.**

Today's customer journey is fragmented across devices and channels, yet they expect brands to serve up timely, relevant messages wherever they are. In a privacy-focused world, first-party data plays a vital role in reaching past, present and new customers across the digital landscape. **Engage them with tailored messages that convert when you use the Redpoint CDP for advertising.**

- ✓ **Lower acquisition costs and maximize ROI** with precise targeting and advanced segmentation.
- ✓ **Create and reach custom audiences** of your best customers and prospects.
- ✓ **Optimize campaign elements** for better conversions **with impeccably clean data** that yields precise modeling.
- ✓ **Generate hyper-targeted marketing messages** that resonate, throughout the customer lifecycle.
- ✓ **Launch campaigns quickly**, with direct connections to a multitude of ad partners.



Personalized Engagement, Throughout the Customer Journey

Spin up new campaigns quickly when your teams have direct access to privacy-compliant data that can easily be turned into segments - no coding required. Create a segment once and use it across paid and owned media channels for a true cross-channel approach that targets your ideal customers with precision, reaching those most likely to convert, at just the right time.

From first-time interactions to retention campaigns, you can deliver personalized, engaging and relevant messages at any touchpoint in the customer journey.



Ultimate AdTech Flexibility

Connect quickly and easily to your preferred partners and channels with Redpoint's native integrations. Fitting into any cloud environment, Redpoint's composable CDP streamlines connections with your preferred AdTech solutions so you can customize your team's workflow.

Whether you're working within the walled gardens or across the open web, you're positioned to capture every opportunity.

Key capabilities

1

Advanced Identity Resolution

Start with the best customer data to achieve the best results using “Golden Records” built on world-class matching and profile unification, with a combination of probabilistic and deterministic matching techniques that you can tune to your specific use cases.

2

No-Code Dynamic Segmentation

Create custom audiences fast with straightforward, no-code segmentation for all your team members. With dynamic segmentation, create a segment once and use it everywhere, leveraging a real-time Customer 360 to automatically keep pace with your customers and prospects across channels.

3

Direct Activation to Paid Media

Send audiences directly to both walled gardens and demand-side platforms with streamlined connections to a host of partners.

Engage customers and drive improved ROI across paid media and owned channels



Prospecting

Reach new customers across digital channels with privacy-friendly, industry-standard IDs.



Retargeting

Re-engage shoppers that visited your site or app but didn't convert.



Custom Audiences

Zero in on the people most likely to convert, using advanced segmentation. You can even reconnect with lapsed customers with timely, relevant ads.



Suppression

Reduce ad waste by excluding customers based on past purchases, open customer service issues and other characteristics.



Personalized Messaging

Showcase recommended products and services, and display enticing offers using known interests and interactions.

To learn more, visit
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