REDPOINT FOR FINANCIAL SERVICES

Elevate Your CX Strategy with the Redpoint CDP

Drive Revenue Growth and Optimize Efficiency with Full Data Control

In financial services, data isn't just an asset — it's essential for acquiring and growing customer relationships. By creating and activating a unified customer view, financial institutions can deliver highly personalized experiences that boost retention, increase cross-sell and upsell opportunities, drive revenue growth and reduce costs.

Redpoint's Customer Data Platform (CDP) is the only solution offering on-prem, private cloud and public cloud deployment options. Protect your most valuable asset — your customer data — while staying adaptable to evolving customer experience demands and ensuring compliance with the highest security and governance standards.

With Redpoint, you get real-time, unified customer profiles that turn first — and third-party data into actionable insights, driving personalized omnichannel experiences that deliver measurable results.

Turn Data into Exceptional Customer Experiences

✔ **Effortless Data Quality**
Automated data quality with tunable and transparent identity resolution, including householding, provides the most accurate, trustworthy customer profile to drive all your use cases. Ensure precise, trustworthy customer profiles to fuel every CX initiative with confidence.

✔ **No Code Segmentation for Faster Results**
Quickly design, test and launch audience segments without writing a single line of code. Spend less time on technical hurdles and more time innovating customer journeys.

✔ **Unmatched Flexibility Across Your Tech**
Deploy Redpoint CDP on-premise, in a private cloud or public cloud. Integrate seamlessly with your existing MarTech tools to ensure real-time, personalized interactions at every touchpoint.

Measured results from Redpoint clients:

Match Rates
3x Lift

Conversions
3x Lift

Reduced manual data prep
80%

Share of Wallet
20%

300 billion records scaled to
120TB
of Data

KEY CAPABILITIES

+ The Most Trusted Data

Redpoint integrates data from all sources across your organization. With automated error correction and real-time observability, your data remains accurate, consistent and reliable — fueling smarter, data-driven decisions.

+ Flexible Deployment Options

Redpoint CDP adapts to your needs with deployment options in Snowflake, private cloud or on-premises. Maintain full control over your data, reduce data movement and maximize security — all while meeting your unique governance requirements.
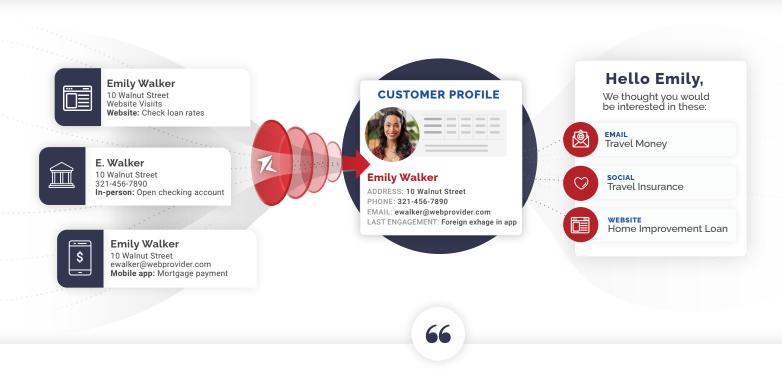
+ Simplified Data Management

Ingest, clean and activate data without writing a single line of code. Redpoint's user-friendly platform helps you maintain data accuracy while driving exceptional CX.

+ Streamlined Personalization

Empower your marketing teams with dynamic segmentation and seamless campaign activation across channels. Redpoint CDP's flexibility ensures easy integration with existing tools, streamlining execution and collaboration.

Emily Walker
10 Walnut Street
Website Visiits
Website: Check loan rates

E. Walker
10 Walnut Street
321-456-7890
In-person: Open checking account

Emily Walker
10 Walnut Street
ewalker@webprovider.com
Mobile app: Mortgage payment

CUSTOMER PROFILE

Emily Walker
ADDRESS: **10 Walnut Street**
PHONE: **321-456-7890**
EMAIL: **ewalker@webprovider.com**
LAST ENGAGEMENT: **Foreign exhage in app**

Hello Emily,
We thought you would be interested in these:

EMAIL
Travel Money

SOCIAL
Travel Insurance

WEBSITE
Home Improvement Loan

"*Redpoint runs 24x7 here. We're constantly moving and aligning data – whether it's data coming in, or data going out to an analytic platform, CRM system, or customer touchpoint. We can take practically any data, understand its health, and align it to a customer, past customer, even someone who's not a customer yet.*"

- Director of Marketing and E-Business,
National Financial Services Company

⊀ Redpoint™

To learn more, visit
www.redpointglobal.com