

Drive Customer Acquisition with Smarter, Cleaner Data

Maximize Adobe's Performance with Accurate Customer Identification



When you use the Adobe Experience Platform, it's impossible to create a complete Customer 360 because important data lives outside the Adobe ecosystem. And without accurate, complete, up-to-date profiles, you risk overspending, engaging duplicate customers, or missing out on new opportunities. **Redpoint's Data Readiness Hub** ensures consistent, accurate customer profiles that work seamlessly with the Adobe Experience Platform.

Operating in the cloud, private cloud or on-premises, Redpoint's automated data quality processes, clean, standardize and unify customer data, enabling more precise prospecting and a deeper understanding of your audience. With real-time updates and high quality data matching, you can focus on effective acquisition strategies instead of struggling with incomplete or unreliable data.

Fuel Acquisition with Precision Data

Advanced, automated identity resolution — including householding — creates a trustworthy, consistent customer profile. This ensures smarter acquisition campaigns and seamless customer experiences across all channels.

Efficiency Meets Results

Streamlined data preparation significantly reduces manual effort, delays and costs. Redpoint aggregates data into calculated attributes tailored to your workflows, ready for activation in a no-code environment.

Built to Fit Your Business

Deploy Redpoint in your preferred environment and integrate it seamlessly with Adobe and the rest of your Martech stack. Gain a competitive edge with a front-end data quality and identity resolution service, customizable to your unique use cases.

Measured results from Redpoint clients:

3x

Conversion Lift
from Improved
Match Rates

Reduced manual
data prep

80%

97%

Reduction in data
processing time

Why Redpoint with Adobe?

+ Reliable Customer Data Across Channels

Redpoint unifies customer data from across your enterprise. Its always-on data quality processes resolve errors and inconsistencies, ensuring every touchpoint and marketing system is working with the same accurate view of your customers.

+ Precise Matching, Every Time

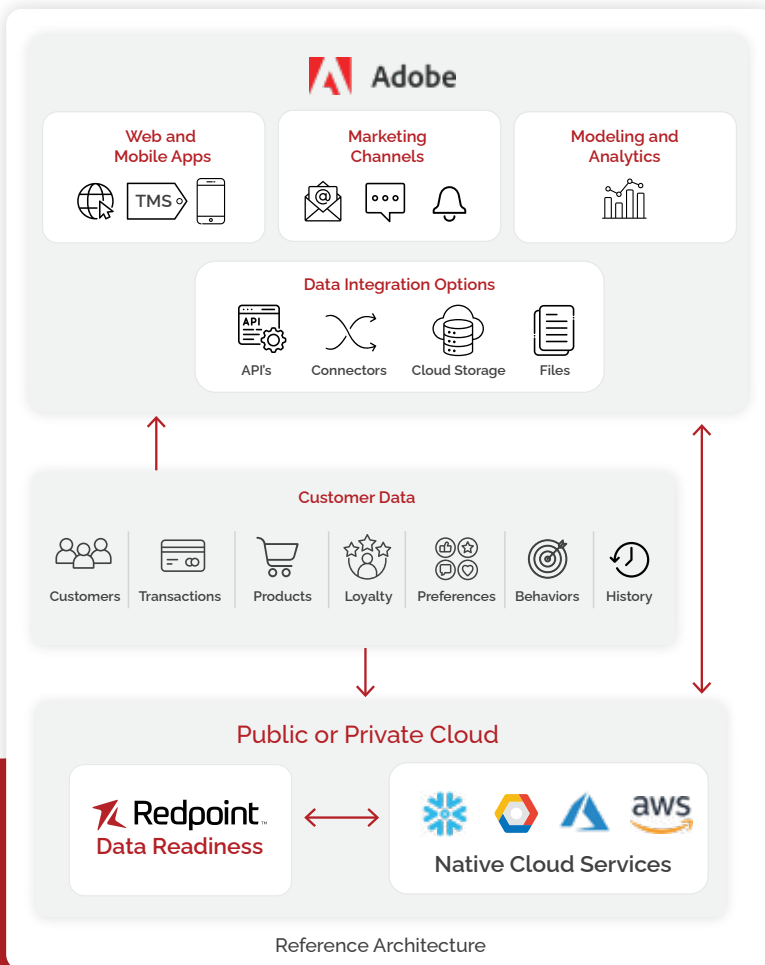
High-quality data and flexible match rules eliminate both overmatching and undermatching. Redpoint ensures your prospecting and customer engagement efforts are supported by accurate identity resolution, even for complex use cases like householding or business relationships.

+ Simplified Data Preparation

Redpoint significantly reduces the time and effort required to make your data actionable. By automating repetitive tasks and ensuring clean, usable data, your teams can focus on delivering effective customer experiences instead of data management.

+ Faster Activation, Better Results

Minimized data prep time means you're ready to act when opportunities arise. With precise customer profiles in hand, you can make confident, timely decisions about acquisition lists and marketing campaigns while competitors are still catching up.



“

Redpoint has given us a unified profile for each customer and has super-powered our marketing communications program—with a greater (and more accurate!) view of each customer we are starting to deliver consistent, relevant, personalized messaging across all channels.”

- MARKETING VP, TRAVEL & HOSPITALITY BRAND



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