



REDPOINT
— G L O B A L

RedPoint CVS Overview

January 2019

RedPoint Overview

- Launched in 2006
- Headquarters: Wellesley, Massachusetts
- Offices in US, UK, Philippines
- Seasoned management team
- 165 people
- Global customer base



“Strong data capabilities with the most satisfied references...place RedPoint as a leader” - *Forrester*



“RedPoint clients noted its commitment to delivering value, saying RedPoint operates as if its success is tethered to its clients’ satisfaction and results.” - *Gartner*

- 2018 Partner of the Year Finalist for Artificial Intelligence
- Open Garden Customer Engagement Hub
- Leader and Most Comprehensive Customer Data Platform in the Market
- Gold Cloud Platform Partner
- Co-Sell Ready

Microsoft
Partner

The Microsoft logo, consisting of four colored squares (red, green, blue, yellow) arranged in a 2x2 grid, followed by the word 'Microsoft' in a sans-serif font.

2018 Partner of the Year Finalist
Artificial Intelligence Award

CVS Profile



- **Fortune 500** - #7 before Aetna acquisition, #2 post
- **Revenue** - \$185 Billion (Pre)
- **Profits** - \$6.6 Billion (Pre)
- **Market Cap** - \$63 Billion
- **Strategy:** to increase market dominance
 - Vertical integration
 - Aetna Acquisition
 - In store Beauty Experience
 - Target Store in store
 - Enterprise Digital Transformation

Customer Stats

- 480 M Extra Care Cards representing 463 M unique customers & 453 M unique households
 - Last 12 months:
 - 77.6 M active Extra Cards
 - 75.4 M active Customers
 - 72.1 M active Households
 - Last 24 months:
 - 96.6 M active Extra Cards
 - 93.0 M active Customers
 - 88.8 M active Households
- 1.5 M eCommerce Profiles, representing 3 M online orders and 7 M items
- 115 email addresses and preferences
- Over last 5 years:
 - 6 B store visits and 20 B items purchased representing 400K SKUs
 - 125 B coupons generated for customers
 - 60 B mailers sent out

Digital Transformation in Healthcare

Therapeutic Compliance



- CDP from Pharma, pharmacies, payors, EMR's
- Data analysis and machine Learning
- Behaviorally targeted strategies across all channels

Chronic In-Home Care



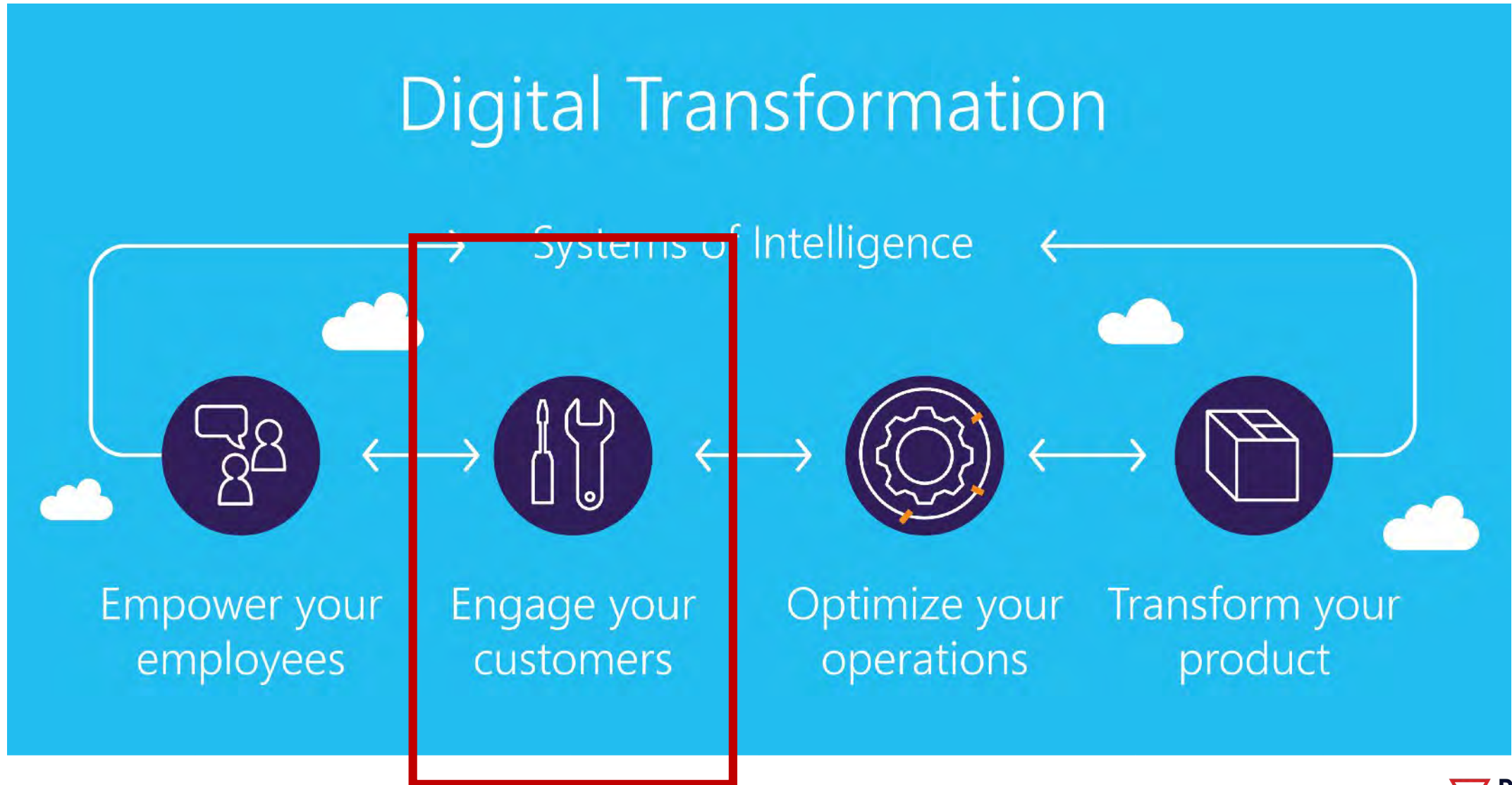
- Ingestion of streaming & batch data including IoT streams
- Real-time decisions based on static and ephemeral data
- Communications across all types of devices and channels

Behavioral Modification



- Broad CDP data with lifestyle and demographics
- Machine learning and predictive targeting
- Health care messaging and healthy living incentives

The Microsoft Digital Transformation POV



The State of the Market – Fragmentation

Has:

- Fragmented and incomplete data
- Incomplete and inconsistent view across the enterprise
- Difficulty getting a consolidated, persistent picture of the Customer
- Dependency on costly technology/infrastructure



Needs:

- Customer Data Platform with consolidated and cleansed data from all channels and all customer sources
- Customer Golden Record
- Flexible solution and environment
- Easily identify most valuable customers and margin abusers

Loyalty

- Managed by OLTP team
- Represents majority of the data
- Front of Store retail transactions
- Data quality issues and duplication due to lack of data ingestion and validation controls

Web

- Run by Web/eCommerce team
- Lots of data but no association to known customers
- Data hosted outside of enterprise
- Not currently leveraged by Marketing

Digital Engagement

- SMS and Email
- Response data available
- Metrics focus on sent, open, bounce and click through
- Preference data by email capturing opt-in and preference – not currently leveraged by marketing

eCommerce

- Run by Web/eCommerce team
- Rich customer data due to completeness and data validation controls
- Emerging sales channel
- Currently, Marketing has no access or insight to data

OLTP



Adobe



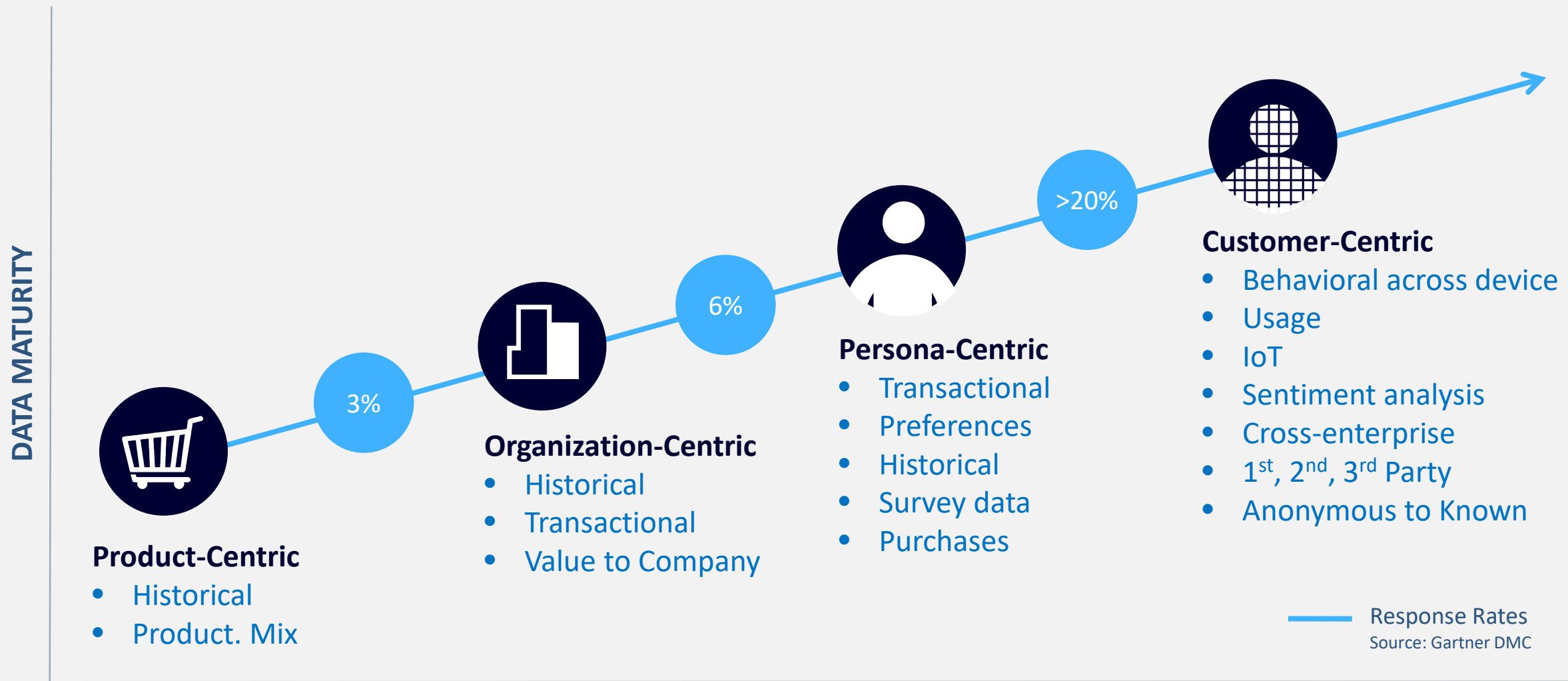
ESP



eCommerce



Using Customer Data to Improve Understanding & Alignment

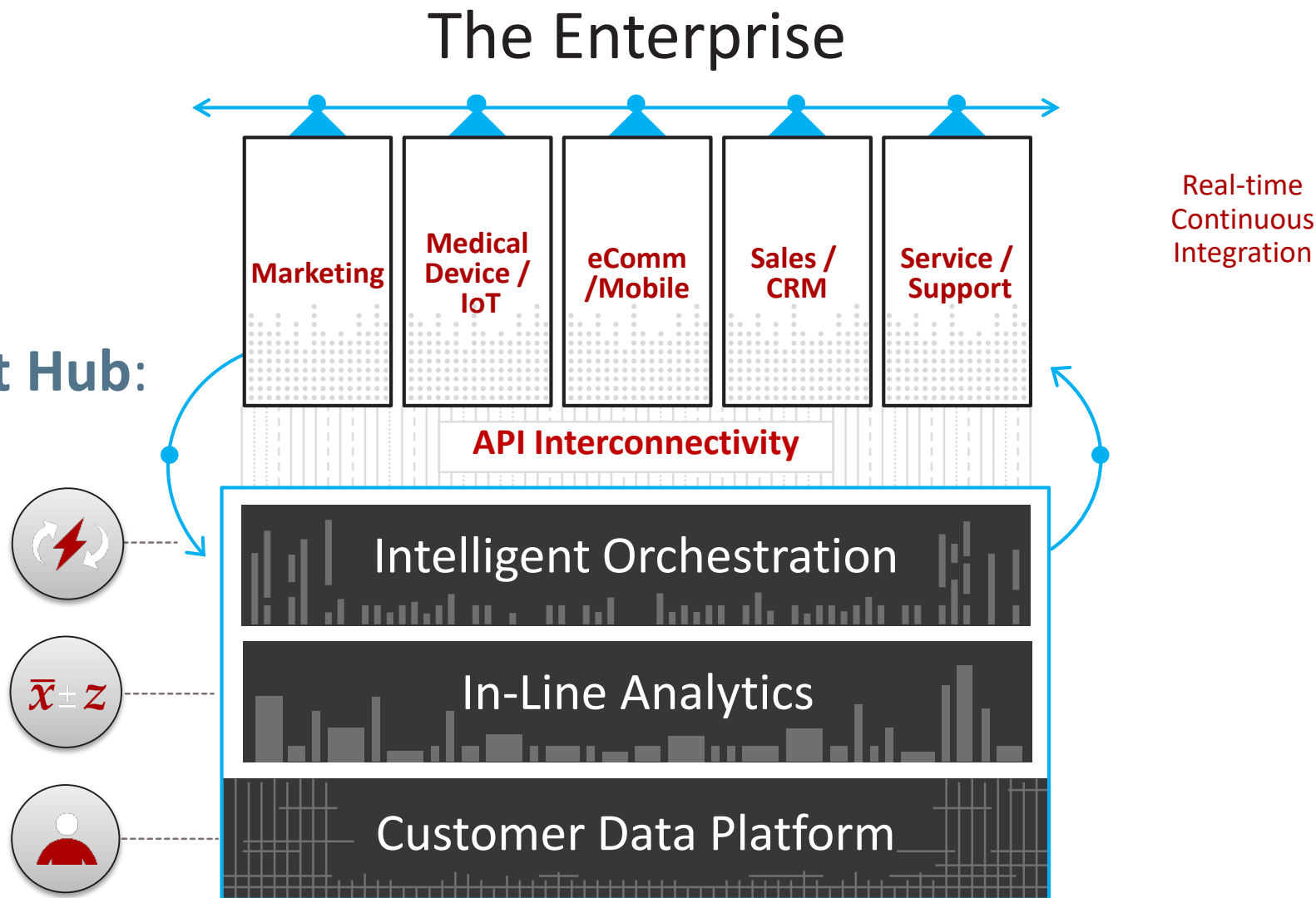


ENTERPRISE USAGE ACROSS TOUCHPOINTS AND JOURNEY STAGES

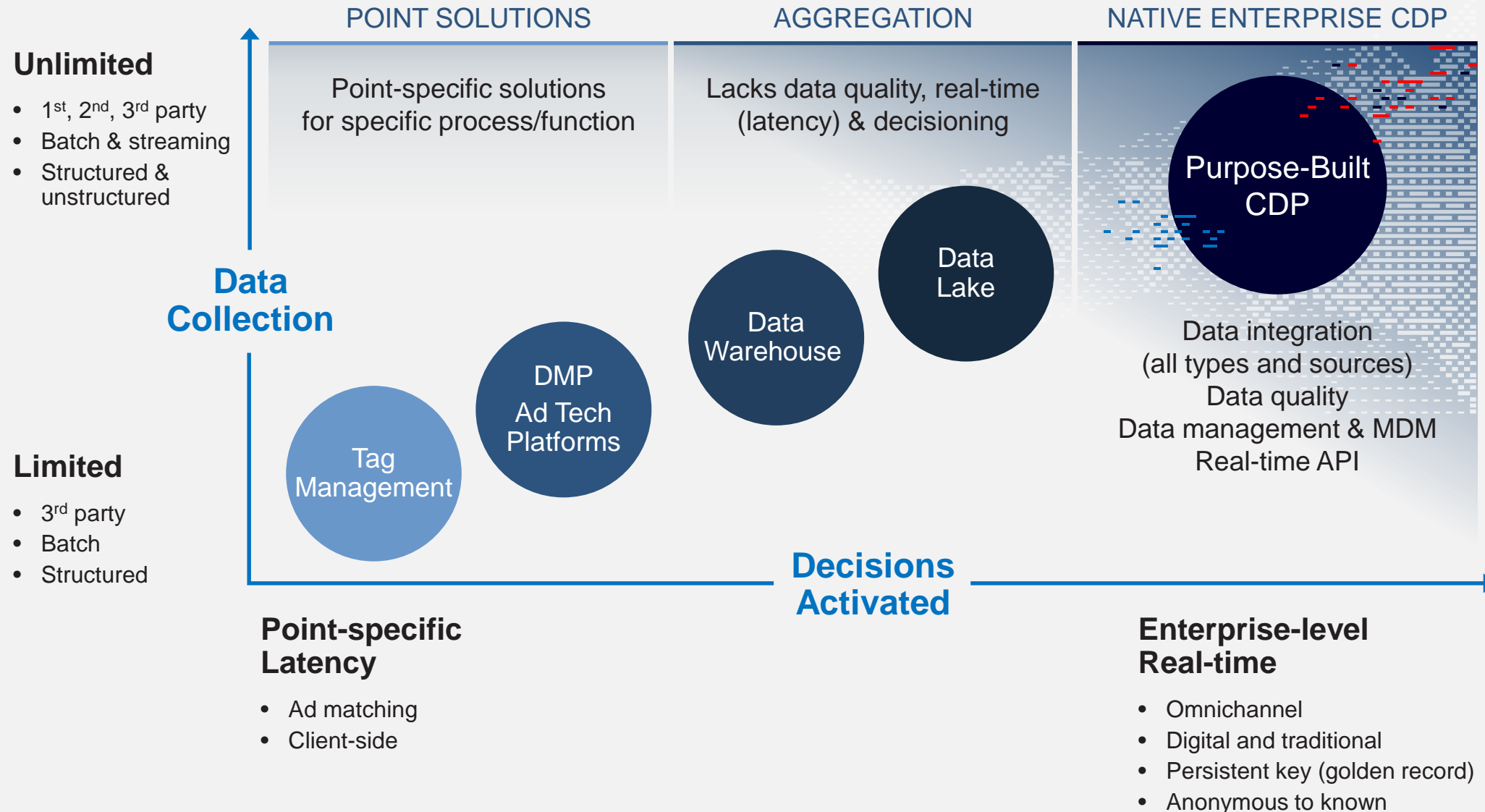
Optimize customer/patient/member engagement across the enterprise

RedPoint provides a Customer Engagement Hub:

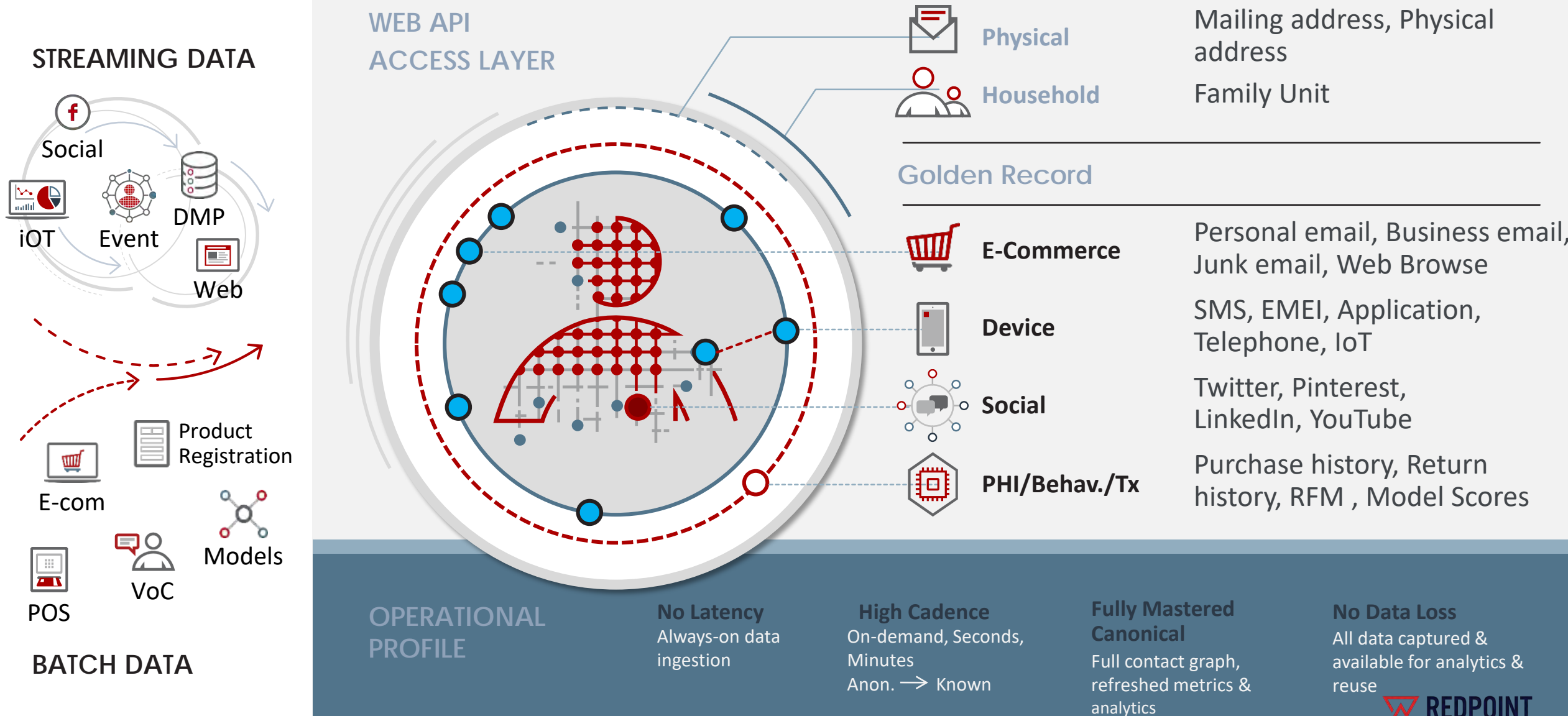
- Intelligent Orchestration**
Execute a coherent brand promise
Output = Omni-channel Personalization
- In-Line Analytics**
Generate goal-based decisions
Output = Next-Best Actions
- Connected Data**
Create a dynamic view of the customer across all data sources and types
Output = Golden Record



Customer Data Platforms

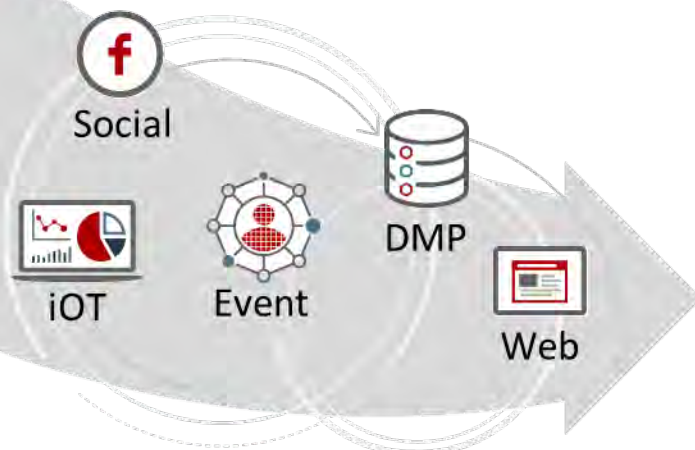


The Golden Record

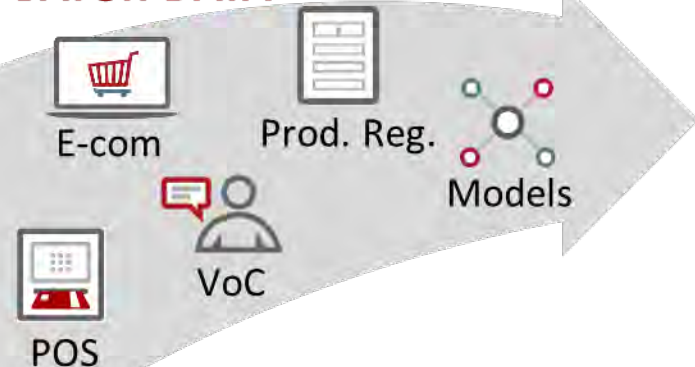


The Customer Data Platform (CDP)

STREAMING DATA



BATCH DATA



Customer Data Platform

Web Service/API Access

Real Time Data Aggregation Layer

High speed definition and roll out simple maintenance

Ephemeral and persistent data, in-session calculations

Supports real-time analytics and decisioning

DATA LAYER

Data Ingest

Any source, format, type

MDM Processing

PII Vault, Heuristic & Probabilistic matching

Trusted Conforming Data

Create & persist Golden Record

Long-term Data Access

Stored & available to the business in timeframe needed

OPERATIONAL PROFILE

No Latency

Always-on data ingestion

High Cadence

Golden Record (min., sec., on-demand)
Anon. → Known

Fully Mastered Canonical

Full contact graph, refreshed metrics & analytics

No Data Loss

All data captured & available for analytics & reuse

DEPLOYMENT PROFILE

TERADATA SAP HANA
Microsoft SQL Server hp VERTICA
ORACLE NETEZZA

Database & Cloud Agnostic


Microsoft Azure

cloudera mongoDB
Hortonworks Cassandra
MAPR HBASE

Model


Cloud / On-prem / Hybrid
Single / Mixed DB Engine


Consolidated Customer Dashboard





Samantha Doe


Search for... Go!


**12 Glendale St. Windsor, CT 06095**
Valid, Marketable


**03/22/1990**


**Female**


**860-623-1088**
Valid, Marketable


**sdoe@gmail.com**
Valid, Marketable


**@sammyd**
Follower, Direct Message Allowed


**sammy.doe**


**158792**
RedPoint Person ID


**16**
▲ 33% From last 30 days


**1172**
▲ 26% From last 30 days


**25%**
▼ 12% From last 30 days


**73**
▼ 12% From last 30 days


**7**
▼ 18% From last 30 days

**\$1,047.38**


**2.42 hrs**
▼ 4% From last 30 days


**3**
▲ 50% From last 30 days


**07/22/2017**
In Store (Downtown)


**1**
▼ 50% From last 30 days

Customer Journey


**Web Visit - 10% Off Discount Offer**
29 minutes ago


**Click-through - 10% Off Discount Offer**
30 minutes ago
<http://www.domain.com/click-through-link>


**Opened - 10% Off Discount Offer**
57 minutes ago


**Outbound Activity - 10% Off Discount Offer**


Product Recommendations

**Organic Baby Food - Carrots, Peas and Potatoes**

**Elegant Sapphire Necklace and Earrings - Sterling Silver**

**Electric Strip with Surge Protector - 120 Watts**

**Titanium Steel Gardening Set**

**Daily Multivitamin for Women over 50**

Only Vendor with All "Y's" ...look closely

CDP Vendor Comparison

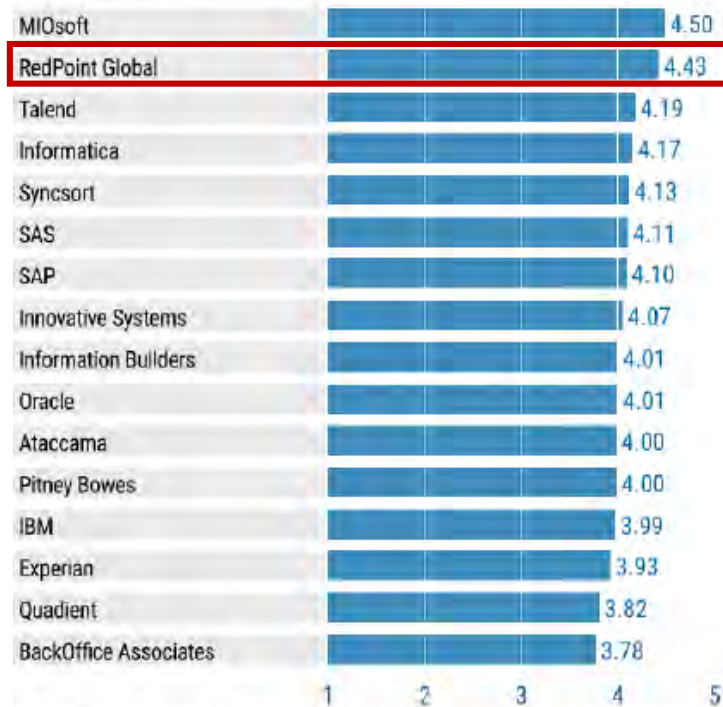
- CDP Institute -

	AgilOne	Blueshift	Fospha	NGData	RedEye	Treasure Data
	Amperity	BlueVenn	Lexer	Optimove	RedPoint Global	Vizury
	Ascent360	CaliberMind	Lytics	Quaero	SessionM	ZenIQ
	BlueConic	Evergage	mParticle	QuickPivot	Tealium	Zylotech
Shared CDP Features						
Retain original detail	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Persistent data	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Individual detail	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Vendor-neutral access	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Manage PII	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Distinguishing Features						
Data Management						
Base Features						
API/query access	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Real time access	Y Y Y Y	Y Y Y Y	Y N Y Y	Y Y Y N	Y Y Y Y	Y Y Y Y
Persistent ID	Y Y Y Y	Y Y Y Y	Y Y Y Y	N Y Y Y	Y Y Y Y	Y Y Y Y
Deterministic match	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Probabilistic match	Y Y Y N	N N N Y	N N Y N	N N Y N	N Y Y N	N Y N Y
On-premises option	N N N N	N Y N N	Y N N N	Y N Y N	N Y Y N	N Y N Y
Un/Semi-Structured						
JSON load	Y Y N Y	Y Y Y Y	Y Y Y Y	N N Y N	Y Y Y Y	Y Y Y Y
Schema-free data store	Y Y N Y	Y Y Y Y	N N Y N	Y N Y N	Y Y Y Y	Y Y Y Y
Web Site						
Javascript tag	Y N Y Y	Y Y Y Y	Y N Y Y	Y Y N Y	Y Y Y Y	Y Y Y Y
Cookie management	Y N N Y	Y Y Y Y	Y N Y Y	Y Y N Y	N Y Y Y	Y Y Y Y
Mobile Apps						
SDK load	Y N N Y	Y N Y Y	N Y Y Y	N Y N N	Y Y Y Y	Y Y N Y
Digital Ads						
Audience API	Y Y Y Y	Y Y Y Y	N Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Cookie synch	N N N Y	Y N N Y	Y N Y Y	Y Y N Y	Y Y N Y	Y Y Y Y
Offline						
Postal address hygiene	Y Y Y N	N Y Y N	N N Y Y	N N Y Y	Y Y Y N	Y N Y Y
Name/address match	Y Y Y N	N Y Y N	N N Y Y	N N Y Y	Y Y N N	N N Y Y
Business to Business						
Account-level data	Y N N N	N Y Y Y	Y N Y N	Y Y Y Y	N Y N N	Y N Y Y
Lead-to-account match	Y N N N	N Y Y Y	N Y Y N	Y Y Y Y	N Y N N	N N Y Y
Analytics						
Segmentation	Y Y Y Y	Y Y Y Y	N Y Y Y	Y Y Y Y	Y Y Y Y	Y Y Y Y
Automated predictive	Y N N Y	Y Y Y Y	Y N Y N	Y Y Y Y	Y Y Y N	Y Y Y Y
Engagement						
Content selection	Y N N Y	Y Y Y Y	N N Y N	Y Y Y Y	Y Y Y Y	N Y Y Y
Multi-step campaigns	N N N N	Y Y N N	N N Y N	N Y N Y	Y Y N N	N Y Y N
Real-time interactions	Y N N Y	Y Y Y Y	N N Y N	Y Y N N	Y Y Y Y	N Y N Y

- Only CDP to predate the seminal Gartner Report defining the CDP
- CDP's are closely linked to their role in Digital marketing or Digital Transformation
- At it's core, a CDP must:
 - Ingest all data knowable about a customer – No excuses
 - Capture, clean, correct, format and perform all needed hygiene for matching and deduplication
 - Deduplicate or Master the data into a Golden Record of customers
 - Golden Record = Contact Graph + Transactional Tail
 - Update Golden Record in minutes seconds or on demand in order to support real time engagement
 - Operate in any environment

Analyst Recognition

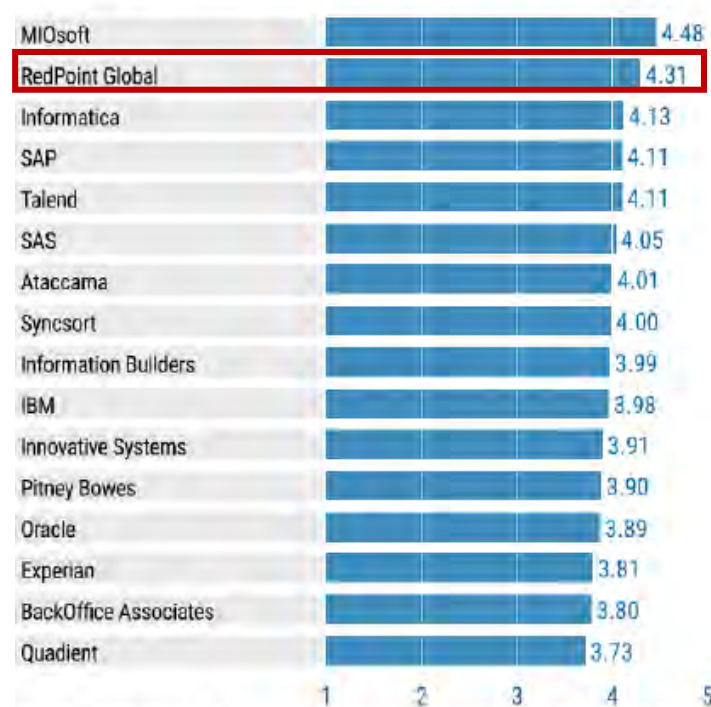
Data Integration



As of November 2017

© Gartner, Inc

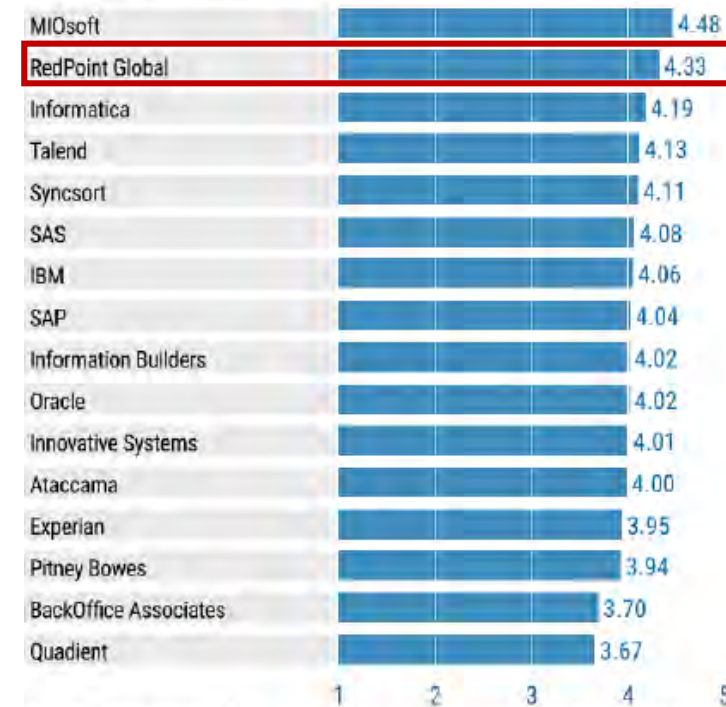
Transactional Data Quality



As of November 2017

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Data Migration



As of November 2017

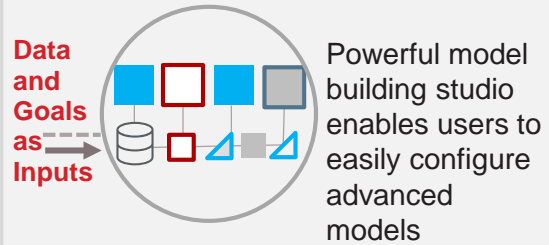
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Also Received a #2 Ranking for:

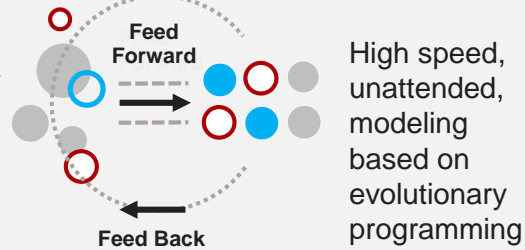
1. Master Data Management
2. Big Data

RedPoint AI Studio™

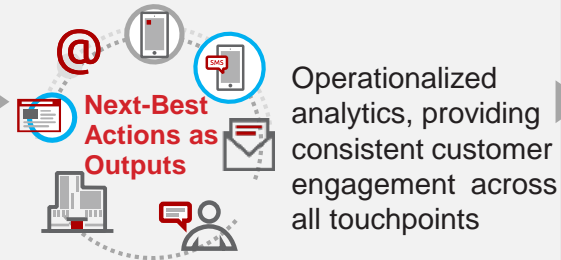
Model Building



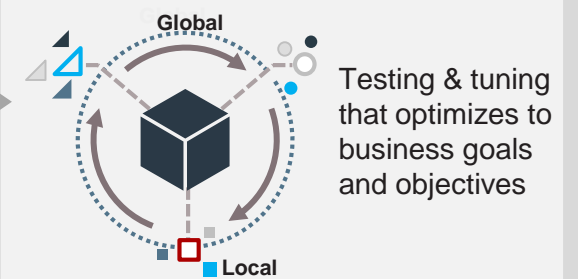
Machine Learning



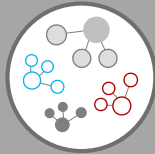
Model Deployment



Continuous Optimization

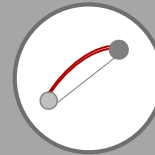


MODEL TYPES and Purpose



Segmentation

Match customer to journey group, personal



Predictive

Deliver next-best message, offer, product, content

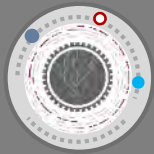


Optimization

Compose set of actions to reach goals, e.g. ROI, LTV

OPERATIONAL CHARACTERISTICS

Open Garden



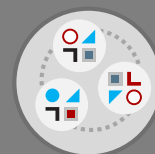
Leverage models from any source – proprietary, 3rd party, or RedPoint models

Easy to Use



Easy to tune models through attribute selection

High Relevance



Advanced analytics (e.g. with feed forward and backward models) deliver the most relevant next best actions

Adaptive



Self-learning models and optimization rapidly adapt to customer context

High Cadence



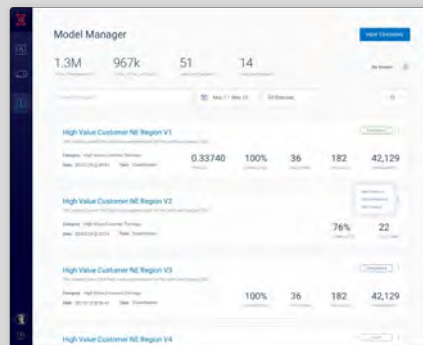
Analytics and self-learning operates at high speed, keeping pace with customer actions and journey stages

Know What the Customer Wants Put the Power of AI into the Hands of Marketers

Humanize advanced analytics for both marketers and data scientists

Simplify Analytics for Marketers

Choose from a library of models, and engage in guided model creation and deployment.



Optimize Model Results

Use evolutionary tactics to train and optimize fleets of models tuned to business objectives.



Personalize Path to Purchase

Leverage predictive analytics to score customers and deliver dynamic customer journeys.



Thousand of Partners participate every year

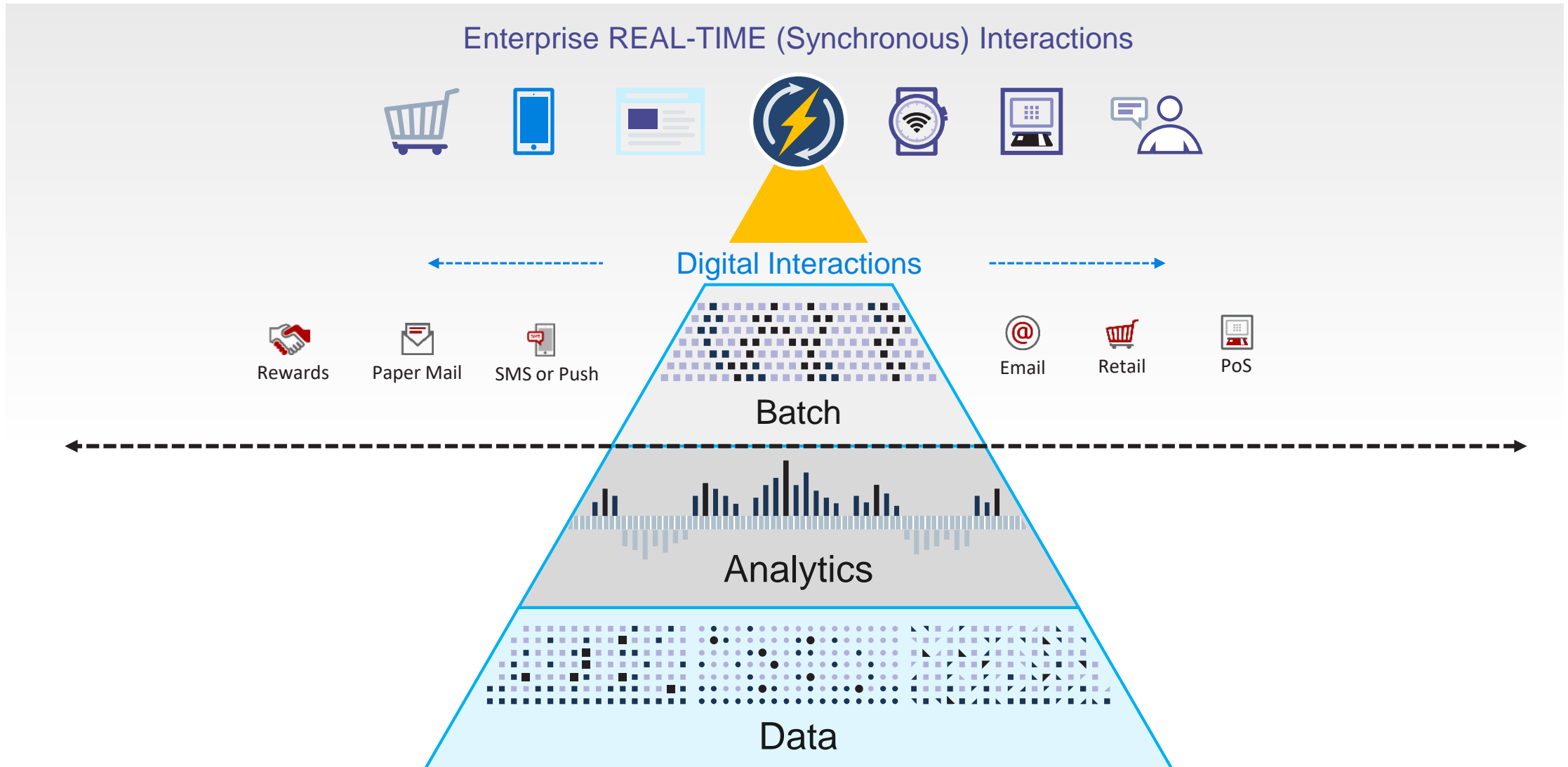


2018 Partner of the Year Finalist
Artificial Intelligence Award

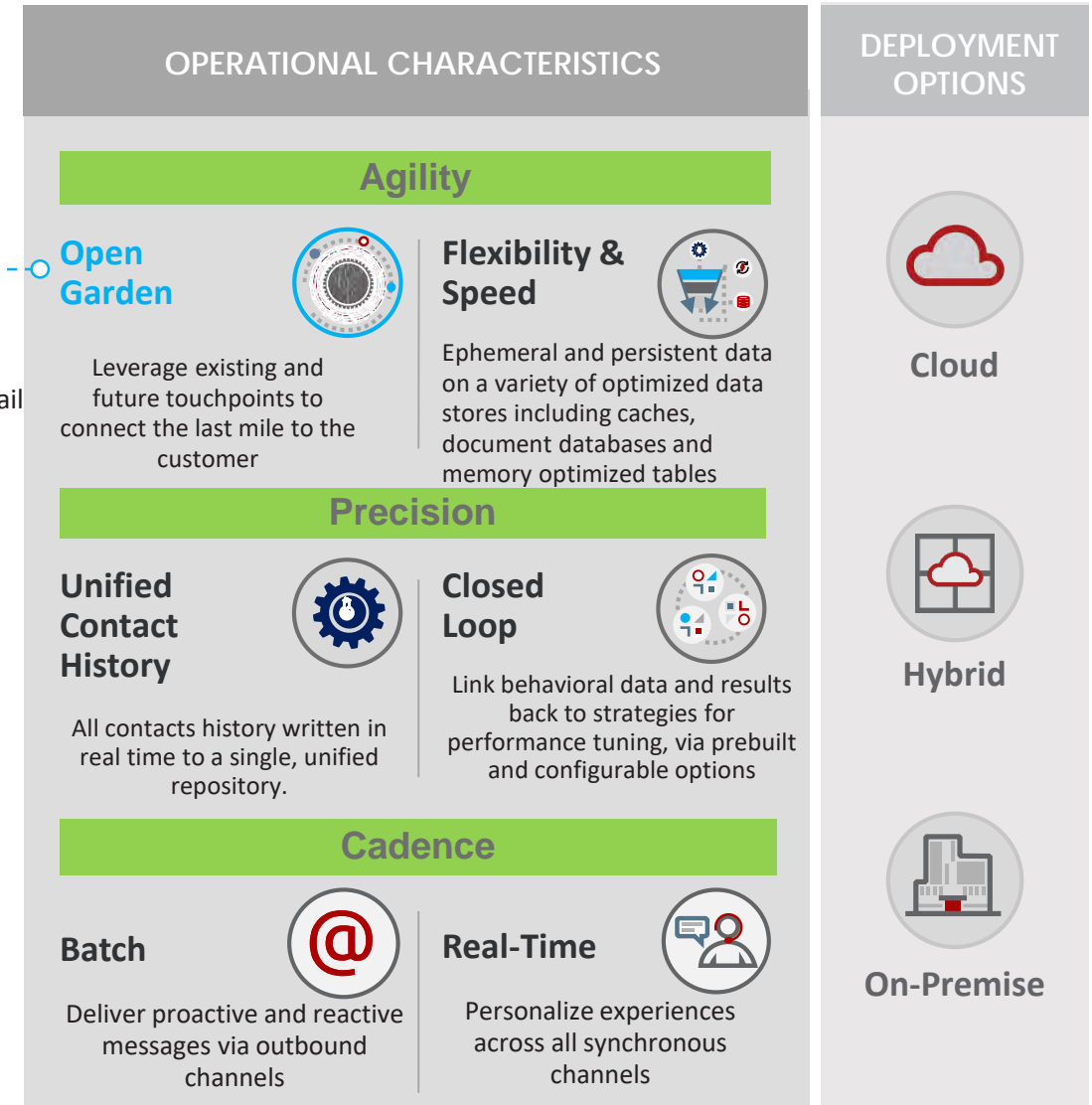
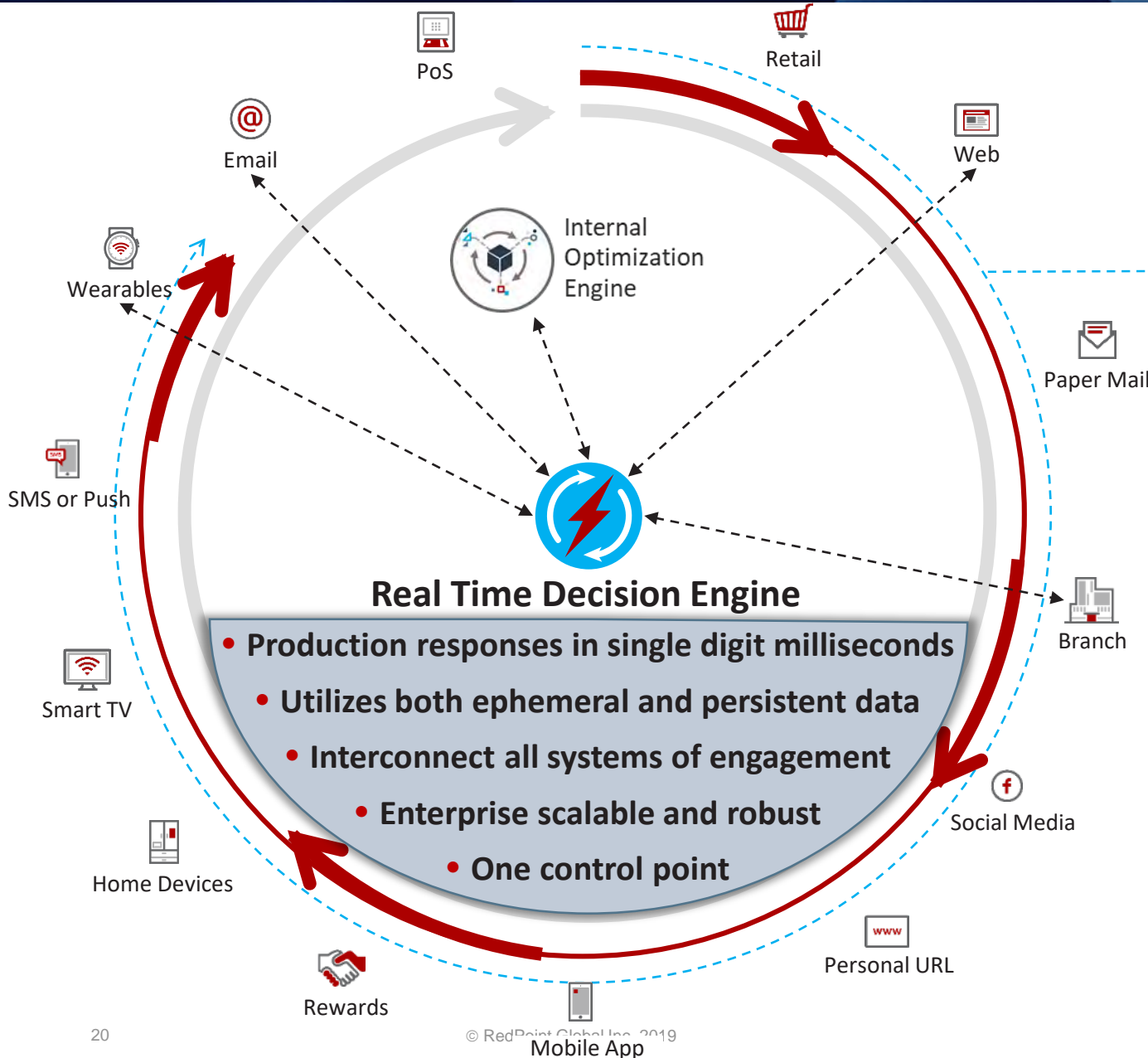


- Received award this year out of thousands that participate from around the world
- Award based on our proprietary technology which companies machine learning and optimization
- Results enable optimization of path to purchase and cross channel optimization
- Currently Top 10 partner in Cloud and AI Development
- Member of the Cloud and AI Development Board of Advisors
- Member of the AI Ambassador Program

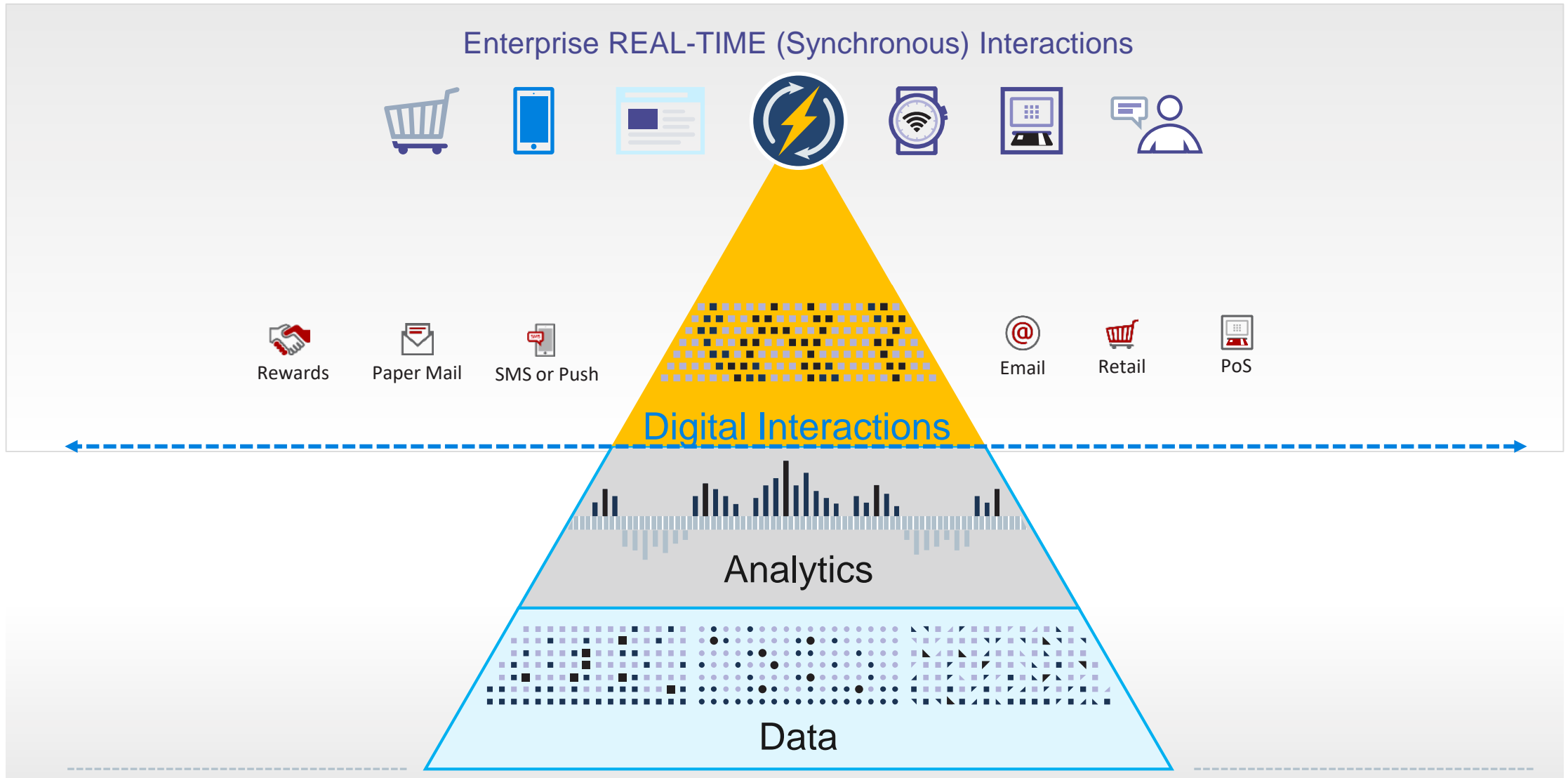
Real Time Capability Pyramid



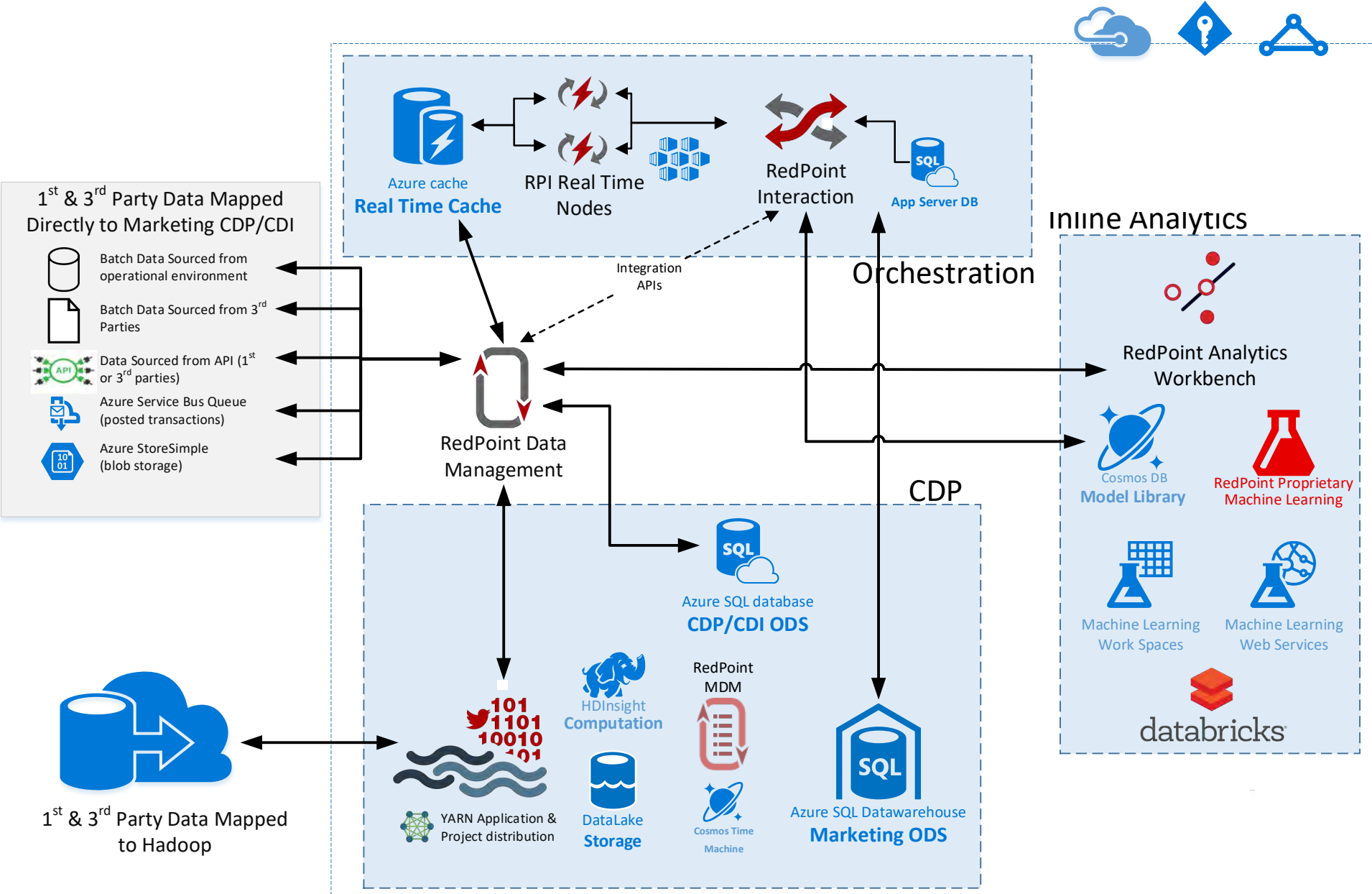
Intelligent Orchestration



Real Time Capability Pyramid



Solution Overview



Robustness – We do the Heavy Lifting

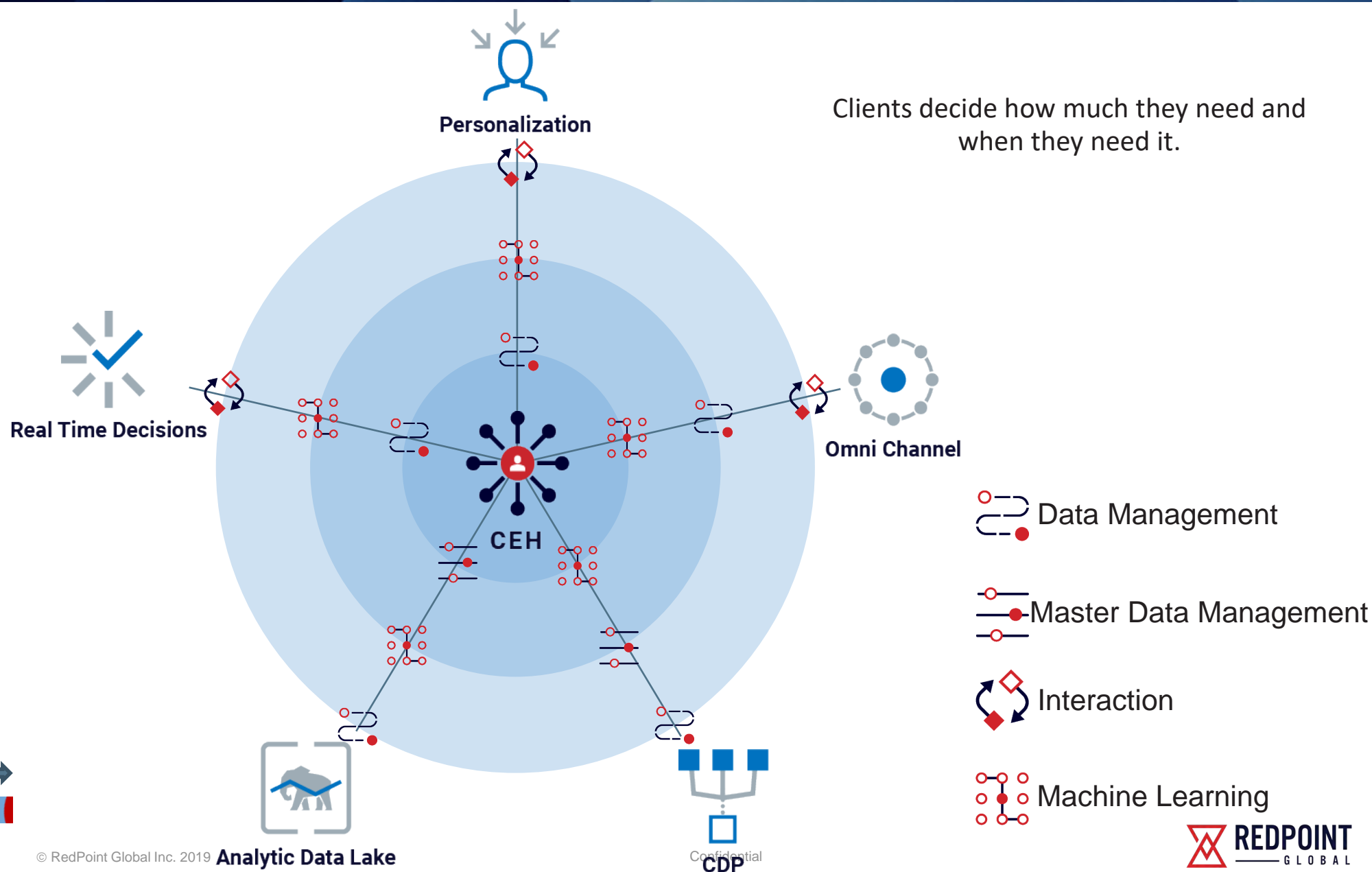
Versatility – Really good at more than one thing

Innovation – We Never Stop

Flexibility – Architected for Change & Adaptation

Scalability – Blinding Performance at Scale

Typical RedPoint Entry Points



Final Thoughts

- Our enterprise real time decision engine is the most advanced and scalable in the market
- The RedPoint Customer Data Platform is the unique enabler to the large scale Enterprise Engagement
- The RedPoint Open Garden Architecture is unique in the industry in its ability to non-disruptively integrate into an existing marketing ecosystem
- Our CDP will provide the flexibility and accessibility to unify customer data across channel-specific silos and manage a dynamically updated single, composite view of the customer
- Our software works as advertised and our people deliver as advertised.

“RedPoint clients noted its commitment to delivering value, saying RedPoint operates as if its success is tethered to its clients’ satisfaction and results.”

- Gartner

Where to Learn More

New web pages:

www.redpointglobal.com/ceh

www.redpointglobal.com/cdp

www.redpointglobal.com/aistudio

Contact us:

patrick.tripp@redpointglobal.com

contact.us@redpointglobal.com

View Online

REDPOINT
GLOBAL

Customer Engagement

RedPoint AI Studio™
Humanizing analytics and putting the power of AI into the hands of marketers

Simplified Analytics for Marketers
Today's digitally connected consumers rapidly change their online behaviors and interactions. Brands need to adapt dynamically to these behaviors and deliver personalization at scale. In fact, organizations that leverage customer behavioral insights outperform their peers by 85% in sales growth and 25% in gross margin, according to a Gallup Behavioral Economics study.
Further, in a recent HBR study, 70% of respondents cite data analytics as the most critical technology to enable personalization². And IDC confirms that 64% of marketers plan to use AI and machine learning for optimized

Optimize Model Results
RedPoint AI Studio leverages evolutionary modeling tactics to train, optimize, and automatically update fleets of models tuned to business objectives such as acquisition, cross-sell, or retention. The optimization capability provides a modeling environment with variation capabilities to alter model type and parameters, fitness functions to assess models, and an efficient search mechanism to automatically select the best model. RedPoint AI Studio's flexible modeling options include a variety of ways to segment, predict and optimize:
• **Classification:** Descriptive and predictive modeling techniques to assign people to categories that may represent, for example, high-value purchasers, optimizers.
• **Used for estimating the** n variables to predict customer changes in customer ie to new products, or links ics and customer buying habits
to automatically discover 1 people to them, for intelligent y, segmentation and accurate

RedPoint Intelligent Orchestration

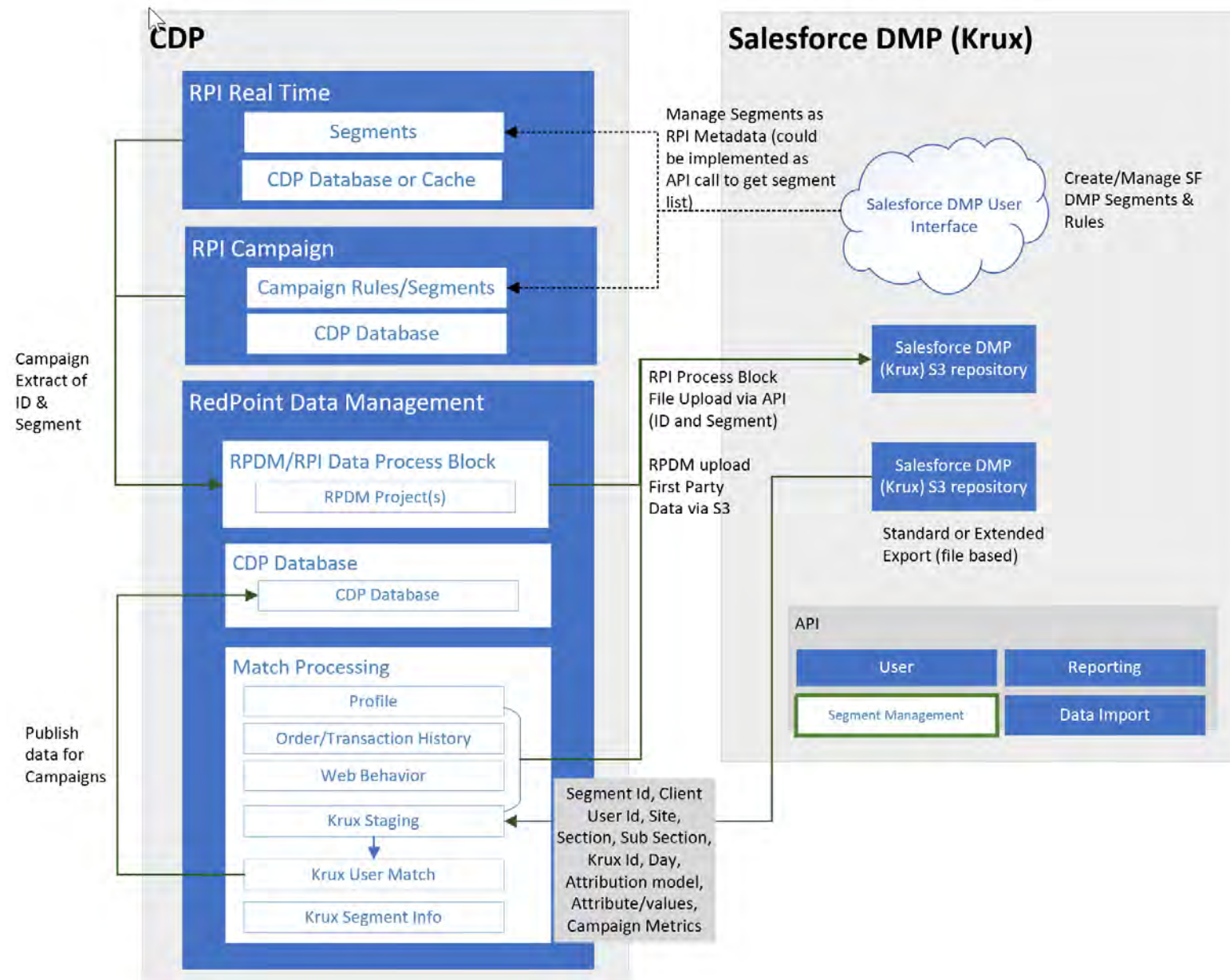
Aaron Brennan
Senior Product Marketing Manager
RedPoint Global Inc.

0:04 / 3:23

Thank You

Thank you

Example DMP Integration



REDPOINT REAL-TIME CUSTOMER ENGAGEMENT SOLUTION

Available
Now

Real-Time Decisions

Business rules oriented decisioning for inbound and outbound channels.

- Real-Time Decisions
- Goal-Driven Assets
- A/B/n testing

Analytics
Workbench

Machine Learning

Model building, model training, algorithms for automated recommendations.

- Model building
- Model training
- Product recommendations

Analytics
Workbench

Journey Optimization

Customer journey optimization leveraging both business rules and machine learning.

- Customer journey scoring
- Customer journey optimization
- Optimal journey path design



KEURIG
GREEN MOUNTAIN



SOLUTION

- Customer Engagement Hub powered by Customer Data Platform
- Integrated 25 sources of data to create an enterprise wide Golden Record
- Added 300 attributes to drive deeper understanding
- Implemented real-time decisions
- Deployed a product recommendation engine to consistently deliver offers across all touchpoints

RESULTS

- **144% LIFT** in average order revenue over previous baseline
- **REVENUE** hit stretch goals for new offers deployed in holiday season
- **GROWTH** in net-new customers
- **INCREASE** in order frequency and number of products
- **SPEED TO VALUE** went from design to operations in 15 weeks
- **ROI** of 3X in first year of full implementation

KEURIG

[Quick Reorder](#) • [Register Coffee Maker](#) • [Support](#) • [Sign In](#) • 

Best Sellers



BARISTA PRIMA COFFEEHOUSE®
Italian Roast Coffee

K-CUP BOX 24 CT.
\$14.99

ADD TO CART



KRISPY KREME® DOUGHNUTS COFFEE GREEN MOUNTAIN COFFEE ROASTERS®
Smooth Coffee

K-CUP BOX 24 CT.
\$14.99

ADD TO CART



GREEN MOUNTAIN COFFEE ROASTERS®
Half-Caff Coffee

K-CUP BOX 24 CT.
\$14.99

ADD TO CART



FOLGERS®
Classic Roast® Coffee

K-CUP BOX 24 CT.
\$14.99

ADD TO CART

The Keurig.com Experience



Ranked:
#15 Most
relevant brands
in America

15 wks.
Time-to-Value
for Holidays

↑ 70%
Lift on carousel
conversions

↑ 144%
Revenue increase
from campaigns

Selected Benefit by Client



- First joint MSFT & RedPoint win
 - Implemented CEH in 4 months
- POC delivered 144% increase in revenue
 - Over 3X ROI on project within 1st year
- Replacing Siebel with RedPoint Human App
- 50% net new full ID records by 50% in 2 yr.



- Second & largest joint MSFT & RedPoint win
- Phase I – Implementing CDP 160 Mil. Cust.
 - 50% increase in matching quality
 - Resolution loyalty card exploitation
- Separate same card users for personal.
 - Enterprise expansion in process.



- World's 3rd largest DIY conglomerate
- Mastered 160M records across 22 countries
 - Ent. Golden Record updates every 5 min.
 - Implemented multi-tenanted for 6 brands
 - Marketing ROI increased 69% in first year
- R/T decisions across all brands and all sites



- Hospitality client with 22 properties
- Increased campaign revenue avg. 600%
- Decreased campaign emails by avg 20%
 - Over 3X ROI on project within 1st year
- Replacing Siebel with RedPoint Human App
- Over 100 sources integrated in < 18 weeks



- CEH single point of operational control
- Executing 15M-20M globally decisions daily
- Decisions delivered <50ms @ 99th percentile
- CEH manages \$.5 Billion of promotions/mo
 - Processing billions of records in Hadoop
- Processing trillions of records in Cassandra



- 1st RedPoint client and still expanding
- Increased retention by Avg. 1.75%/yr.
- Multi-tenant implementation 6 A&H lines
 - 500 sources integrated in lights out ops.
 - Increased cross-sell by over 500%
- Decreased SEM and DMP spend by 75%

RedPoint not Largely Competitive with Adobe



**Data
Management**



**Master Data
Management**



**Machine
Learning**



R/T Decisions



**Batch
Interactions**

S



Audience profiles



Content management



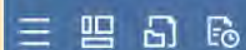
Advertising



Analytics



Campaign execution



RedPoint Orchestration Interface



Rule Designer | WOW Audience | WOW Audience: Aud. 85 in WF 1092 | WOW Welcome

Create New | Delivery Methods

v0.1 Not approved | Request Approval

Search

coreuser

Search files



Assets

- BannerPersonalizedHasRedeemed
- BannerReg
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- Offer1SegmentBasedSilverBronze
- Offer2DaysSinceLastPurchase
- Offer2FirstTimeBuyer
- Offer2LessThan60
- Pods
- PreCachePersonalizationDemo
- PreCachePersonalizationDemoFo...

Choose Delivery Methods

DynamicsCRM CRM	Salesforce CRM	Facebook Custom Audience Data Onboarding	LiveRamp Data Onboarding	Realtime Cache Data Onboarding
Zipline Data Onboarding	Data Extract General	Email General	Outbound Delivery General	Salesforce Marketing Cloud Data Transfer General
Azure Notification Mobile	Azure Push Direct Mobile	Msgme Mobile	SMS Mobile	Twilio Notify Mobile

OK

Cancel

Search

Folders



Perspective on Real Time Decisions

Enterprise engagement technology that delivers contextually relevant experiences, value, and utility at the appropriate moment in the customer life cycle via preferred customer touchpoints.”

Recognition

Identity resolution at a personalized, individual level

Context

History merged with real-time contextual insight

Decision

Analytics to determine action, offer, content, or message

Orchestration

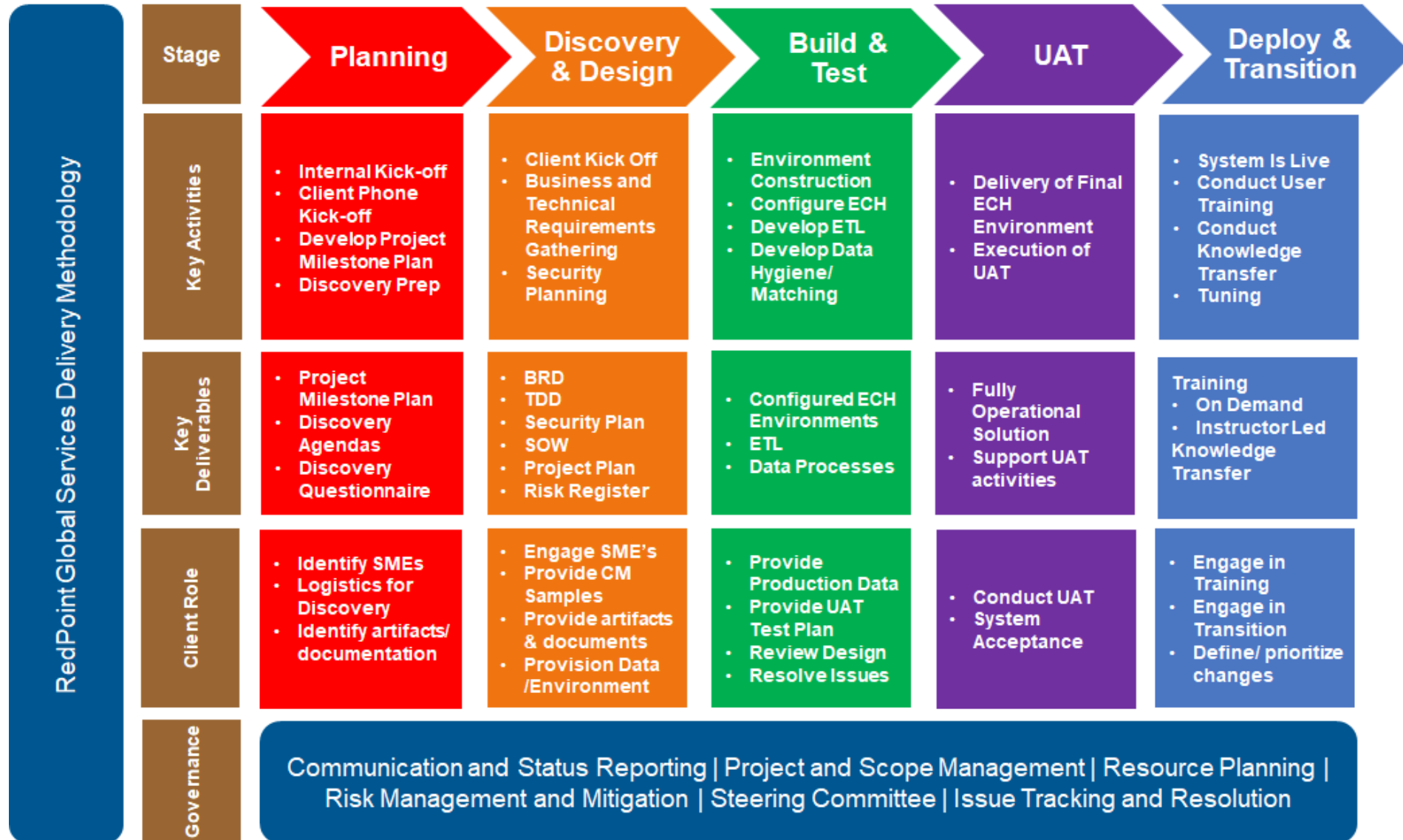
Delivery and dialog management at the appropriate touchpoint

Optimization

Insights for ongoing interactions and strategic planning

RedPoint Services Delivery Methodology

- RedPoint follows a traditional systems development life cycle (SDLC)





TRAVEL &
HOSPITALITY
PROVIDER

20M+

Visitors a Year

INITIATIVE

Hotel & adventure services provider, with over 20M visitors a year that wanted to know their customers more intimately & treat them with high personalization across the entire customer journey, from pre-visit to visit to post-visit. They also lacked this view across all their locations and brands, and across the customer lifetime, and lacked the ability to personalize offers that fit the consumer context.

CHALLENGES SOLVED

- Automate customer journeys, while operationalizing segmentation and predictive models into the engagement flows
- Create a 360-degree view, of the customer customer across 100+ different data sources & several customer engagement systems (loyalty, POS, email, website, reservation, operations, CRM)
- Create a progressive profile of customers: unknown to known, from pre-visit through to post-visit, across properties, across stays to hyper-personalize interactions in a timely fashion



SOLUTIONS

- Customer Engagement Hub (Connected Data, In-line Analytics, Intelligent Orchestration)
- Integrated 100 sources of data across to create an enterprise-wide Golden Record and brought in 300 additional attributes (income level, home value, job title, etc.) to create a progressive customer profile to drive engagement in a segment of one fashion, with 20 different elements that could be personalized in a single email
- Completed and automated customer journey maps, identifying opportunities to create value and automating triggers to personalize messages & offers in whatever channel they appeared in next
- Provided inline analytics with machine learning enabled goal-based campaign optimization (determine best combination of messages, offers & content on landing pages) to optimize to a specific goal (click-through, time-on-page or revenue)

RESULTS

- **INCREASED REVENUE** over 150% across 3 properties
- **REDUCED MARKETING COSTS** of interaction and number of touches by 40%
- **REDUCED DATA PREP TIME BY 80%** enabling more time for model and experience tuning



DO IT YOURSELF (DIY) RETAILER



INITIATIVE

Large Global DIY retailer has strategic imperative to create a seamless omni-channel customer experience from catalog, to web, call center, mobile device, and in-store. To power the experience, they needed to create a single unified view of the customer across different data sources and customer engagement systems, overcoming fragmented data in operational and analytic data silos. The ability to process data in a timely fashion was key to reducing lengthy batch update cycles, including week-delays in integrating ecommerce information into the customer view which prevented them from delivering offers with high relevance, such as re-marketing to abandoned carts.

CHALLENGES SOLVED

- Create a 360-degree view of the customer
- Capture and analyze web data and customer behaviors in real time to trigger automatic next-best-actions, including offers, messages and content
- Orchestrate data and actions across all channels/interaction touchpoints
- Match all data at a person level, while retaining account and sales information at other levels of identity resolution (e.g. household, business)



DO IT YOURSELF (DIY) RETAILER



SOLUTIONS

- Customer Engagement Hub (Connected Data, In-line Analytics, Intelligent Orchestration)
- Integrated 50 sources of data across the enterprise and created an enterprise wide Golden Record that delivers a precise single customer view
- Implemented real-time decisioning and orchestration of actions across multiple channels
- Cloud-based deployment for quick startup, flexibility and performance scalability

RESULTS

- **OPERATE AT SPEED OF THE CUSTOMER** real-time, and potential for consumer to go from idea to retail store pickup all within a 5 minute window
- **REACTIVATE CUSTOMERS** tailored messages that are contextually aware (e.g. win-backs for abandoned carts)
- **IMPROVE CUSTOMER RETENTION** understand most profitable customers across different engagement systems
- **Match unknown to known** identify customers and cross-device behaviors, to create a better understanding of the full customer journey
- **REDUCE THE VOLUME OF OVER-MAILING** lower the costs of interaction in the direct mail channel
- **Improve marketing effectiveness** efficient development and activation of customer journeys and campaigns



CONSUMER PACKAGED GOODS (CPG)



INITIATIVE

It was a strategic imperative for this CPG provider to drive revenue for consumable, add-on products. This required them to overcome the friction and fragmented experience caused by silo'd data, business rules and analytics spread across 17 different systems of engagement. They also needed to future proof the investment to connect with future Internet of Things (IoT) devices.

CHALLENGES SOLVED

- Engage with customers to create hyper-personalized 1:1 connections
- Deploy the solution quickly to meet holiday season goals and constraints
- Deliver offers that drive on-line versus in-store product purchases to increase profit margins
- Convert, retain and grow customer LTV across channels by better understanding preferences and behaviors
- Measure activity and results across customer engagement systems in real-time



CONSUMER PACKAGED GOODS (CPG)



SOLUTIONS

- Customer Engagement Hub (Connected Data, In-line Analytics, Intelligent Orchestration)
- Integrated 25 sources of data across the enterprise and created an enterprise wide Golden Record, making it possible to cost effectively append an additional 300 attributes to gain deep understanding of customer behavior and preferences, and leverage it in real-time
- Implemented real-time decisions, including deploying a product recommendation engine that consistently delivers offers no matter where the customer appears next

RESULTS

- **REVENUE** Hit stretch goals for new offers deployed in holiday season
- **GROWTH** in net-new customers
- **INCREASE** in order frequency and number of products
- **144% LIFT** in average order revenue over previous baseline
- **SPEED TO VALUE** went from design to operations in 15 weeks



TECHNOLOGY & BUSINESS SERVICES

INITIATIVE

Leading internet-based technology and business services provider is taking the next leap forward in personalizing engagement with millions of small and medium-sized enterprises (SME). Strategic goals include higher conversions, attach rates and average deal size through smarter cross-sell and upsell to prospects and customers. They will leverage a wide variety of data (e.g. ecommerce, customer web behavior) in real-time to drive advanced analytic models and engagement across all digital and traditional channels. This includes a strong use of call center agents to better engage their customers with specific, highly personalized product recommendations in the actual moment of engagement.

CHALLENGES SOLVED

Deploy a customer engagement platform that enables them to:

- Tap into the digital transformation wave, enabling consumers to educate themselves across all digital channels including brand website and 3rd party sites, peer discussions on their products in social network forums leading to conversion and the purchase transaction through the brand's digital platforms
- Enable customer engagement systems to deliver a branded customer experience that's far better than the competition, as a strategic differentiator in driving conversions and retention
- Conduct highly personalized, real-time engagement with high contextual relevance, and deliver it consistently across all digital channels and traditional channels such as call center



TECHNOLOGY & BUSINESS SERVICES

SOLUTIONS

- Customer Engagement Hub (Connected Data, In-line Analytics, Intelligent Orchestration)
- Consolidate all customer data sources and types (structured & unstructured, batch and streaming) into a unified view of a customer via an always on, and always processing Golden Record
- Synthesize Identities (known and unknown) to allow marketing to engage prospects across channels and devices while keeping within compliance and preference guardrails
- Utilize real-time identity resolution, real-time analytics and optimization, as well as real-time decisions to deliver content, messages and offers to the customer, no matter their interaction touchpoint
- Leverage machine learning and real-time decisioning to hyper-personalize content (including sales and non-sales content) to activate execution of personalized interactions in an automated, always-on fashion across all channels and touchpoints

RESULTS

- **SPEED** Deliver highly personalized product recommendation within a 60-millisecond window
- **DIFFERENTIATION** Increase audience size through awareness, brand perception, consideration of provider as THE go-to digital partner for small business
- **ALIGNMENT WITH PREFERENCES** Broaden the type & delivery methods for communications to reflect the preferences of the customer
- **CONVERSION** Improve conversion rates from brand awareness to discovery/consideration to purchase
- **EXPANSION** Increase attach rates and average deal size thru smarter cross sell and upsell programs
- **RESOURCE UTILIZATION** Streamline activities, operational efficiencies and reduced labor costs (internal and external)
- **LIFETIME VALUE** Increase penetration into existing customer base to grow a larger share of wallet and higher customer lifetime value



FINANCIAL SERVICES PROVIDER

Serving families throughout their entire lives

10

Existing databases integrated into one multidimensional database

CHALLENGES

- To build trusted relationships, AIG needed a reliable & unified view of each customer
- 7-10 data sources about each customer were drawn from a multitude of systems
- Data was difficult to integrate, causing a fragmented experience and making it difficult to perform analyses
- Full data for an individual customer was inaccessible, and data that was available was not timely

Its data problems were not new

the company had been trying to overcome them for several years



FINANCIAL SERVICES PROVIDER

Serving families throughout their entire lives

Delivered a complete solution at **lower total cost of ownership** than several leading competitors:

- IBM
- Teradata
- Trillium
- SAS

SOLUTION

- AIG launched an effort to integrate all data sources, choosing the RedPoint Customer Data Platform to deliver high speed-to-value and low total-cost-of-ownership

RESULTS

- AIG quickly and cost-effectively achieved a single view of the customer
- Data from ~200 tables is captured and integrated into the Customer Data Platform, refreshed on a daily basis
- Data ingestion and integration is accomplished in minutes vs. previous processing of 12 to 15 hours
- Marketing achieved higher lifetime value, with lower marketing costs as a percent of revenue, by fully using multidimensional customer data

IN ONLY

12 Weeks

RedPoint transformed multiple disparate customer databases and external data sources into a **unified, reliable, view of the customer.**



Jennifer Johnson

47 Years Old Female Lawyer



Files

All Assets

Collections

All Assets > Collections

Fall Campaign 17'

Creating a 10 day special with 4 hero images

New Collection

Edit

Search for Asset

Personal Overview

555 Sunset Ave
Apt 1100
San Francisco, Ca 303

jenny.hoff@gmail.com
jen.john@work.com

555-111-1111
555-222-3333

@jennyhoff

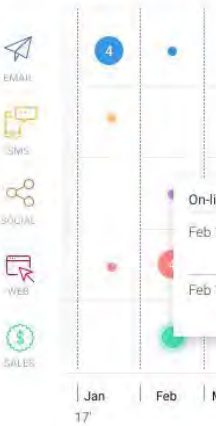
Jennifer.Hoffman1974

Customer Engagement

Lifetime Revenue



Customer Journey



Johnson

Retail View

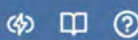
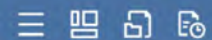


Product Recommendations

24 New Products

13 21

Fujifilm Instax Mini 90 Instant Film Camera	Pendleton Twin Camp Blanket with Carrier	Stadler Form Otto African Sapele Wood	Kala Makala Shark Soprano Ukulele	Brixton Kayla Cap



Rule Designer X

Refresh Count Data Viewer Workspace Cascade All

Rule Workspace

myfirstDecisionRule*

AND: All the decision criteria below must be met

Add New Criterion

No Criteria met

Click on a field to add a criterion to this Decision Rule

Geography.City equals Wollongong

> AND Criteria met SALES

AND Criteria met SALES

ExtendedAmount

=

0.00

Done

Add New Criteria Group

No count

v0.2

< Sales

CarrierTrackingNumber

DiscountAmount

ExtendedAmount

Freight

OrderQuantity

Product.CategoryName

Product.Class

Product.Color

Product.DaysToManufacture

Product.DealerPrice

Product.Description

Product.EndDate

Product.FinishedGoodsFlag

Product.ListPrice

Decision Rules

Decision Rule

Realtime Decisions

Database

Date & Time

Dynamic Content

Facebook

Generic

Geolocation

JSON

Offer

Search

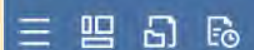
coreuser

Search files

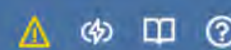
No items

Search

Folders



RedPoint Orchestration Interface



Rule Designer
WOW Audience
WOW Audience: Aud. 85 in WF 1092
WOW Welcome

Create New
Delivery Methods

WOW Welcome
 Description

HTML Email Content

Home Insert

Rich Text

HTML

Mode

Cut
Paste
Copy

Undo
Redo

Arial 10
 B I U abc X x ab A
 Font

Paragraph

Enable Spell Check
 Find Next Error
 Proofing

Embedded Items
 View

Find
 Next Previous
 Find

Page Layout



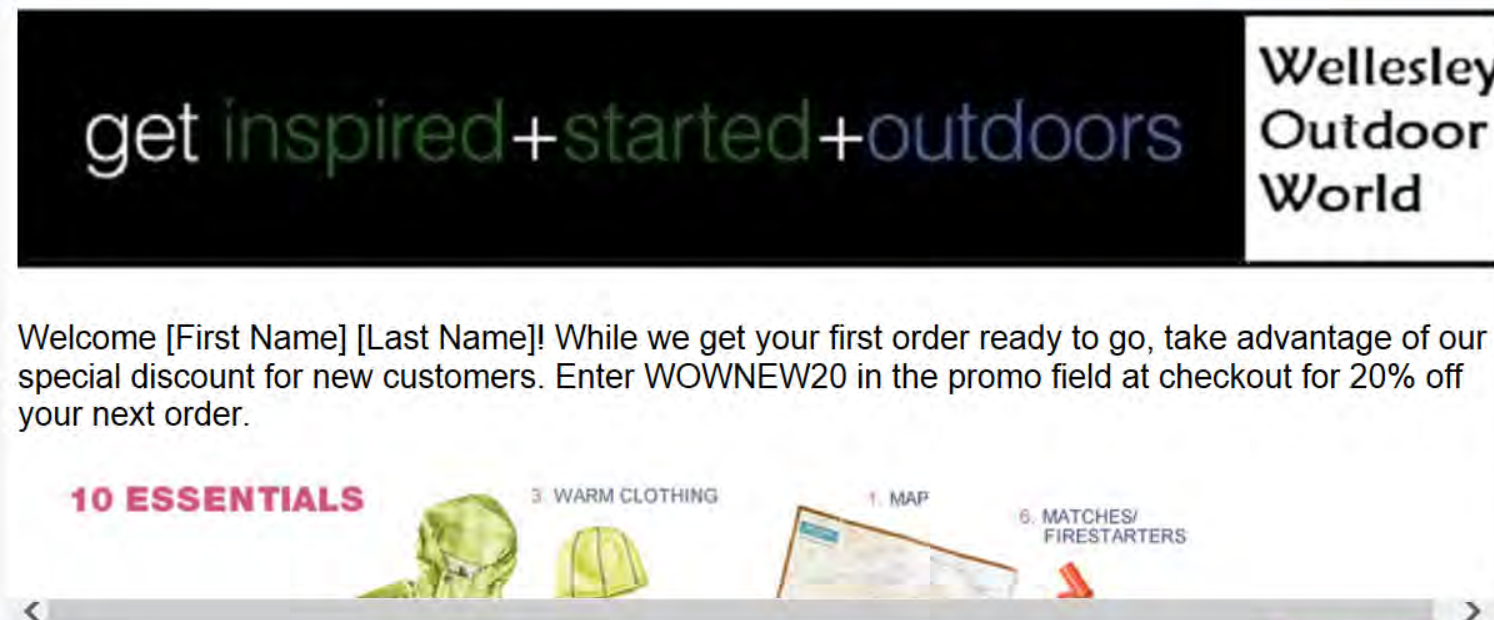
Cell Editor



((Image;1:WOW Banner))

Page Cell Sharing
 Size 800 x 0

HTML Email Preview



v0.1 Not approved Request Approval
 Properties Review Actions **Send Emails**

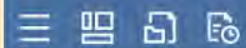
Search
 coreuser
 Search files

Assets

- BannerPersonalizedHasRedeemed
- BannerReg
- BannerRegLP
- BeverageLP
- BlankText
- BrewerOrPods
- Brewers
- Cocoa
- Coffee
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- Offer1SegmentBasedSilverBronze
- Offer2DaysSinceLastPurchase
- Offer2FirstTimeBuyer
- Offer2LessThan60
- Pods
- PreCachePersonalizationDemo
- PreCachePersonalizationDemoFo...

Offer is valid Turn off

Search Folders



RedPoint Orchestration Interface



Rule Designer | WOW Audience | WOW Audience: Aud. 85 in WF 1092 | WOW Welcome

Create New | Delivery Methods

v0.1 Not approved | Request Approval

Search

coreuser

Search files



Assets

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- PreCachePersonalizationDemo
- PreCachePersonalizationDemoFo...

Choose Delivery Methods

DynamicsCRM CRM	Salesforce CRM	Facebook Custom Audience Data Onboarding	LiveRamp Data Onboarding	Realtime Cache Data Onboarding
Zipline Data Onboarding	Data Extract General	Email General	Outbound Delivery General	Salesforce Marketing Cloud Data Transfer General
Azure Notification Mobile	Azure Push Direct Mobile	Msgme Mobile	SMS Mobile	Twilio Notify Mobile

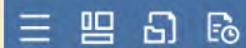
OK Cancel

Search

Folders



GLOBAL



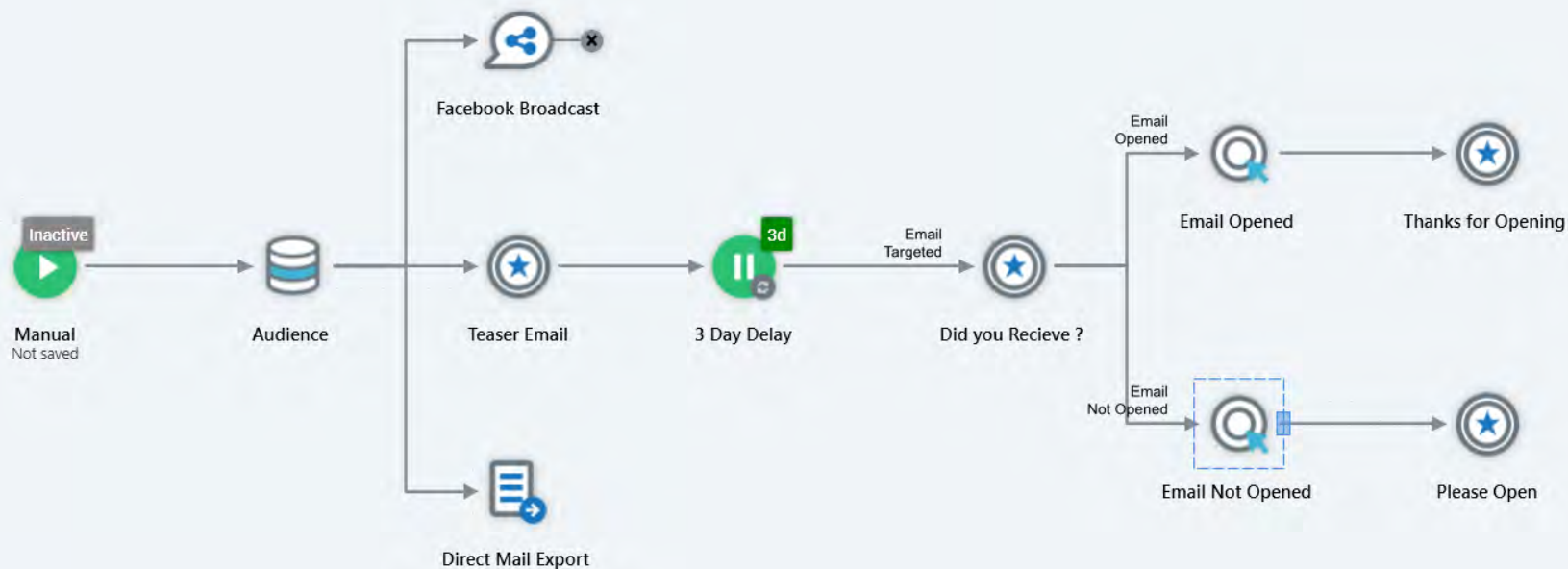
RedPoint Orchestration Interface



Rule Designer
WOW Audience
WOW Audience: Aud. 85 in WF 1092
WOW Welcome
WOW Feedback MultiChannel* X

Create New
Properties
Results
View in Planning
Activate in Test
Activate All
Deactivate All
v0.1

WOW Feedback MultiChannel



Targeting

- Batch Audience
- Interactive Activity
- Subscription Group

Data Processing

- Data Process
- Data Transfer

Fulfillment

- Broadcast
- Control

Search

All folders

Search files

A Demo

SR-Global DNC

andrea

New Offer

Assets

BrewRegSuccessEmail

RegCo...

Interaction is valid Turn off

Search Folders

Search

coreuser

Search files

coreuser (User Folder)

Report Marketing

Report Marketing

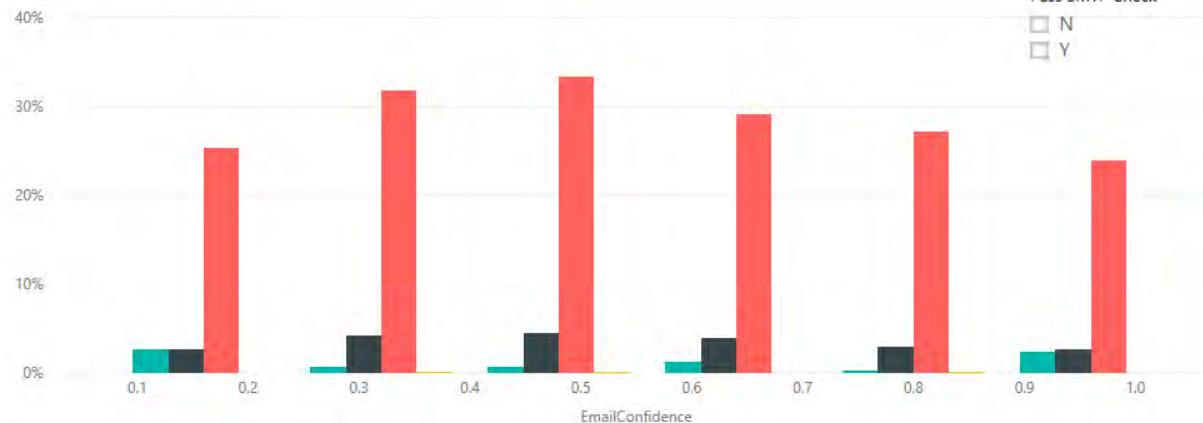
Total Contacts

180352

Total Bounces

901

Disposition Rate vs. Email Disposition



Pass SMTP Check

- ☐ N
- ☐ Y

OfferName

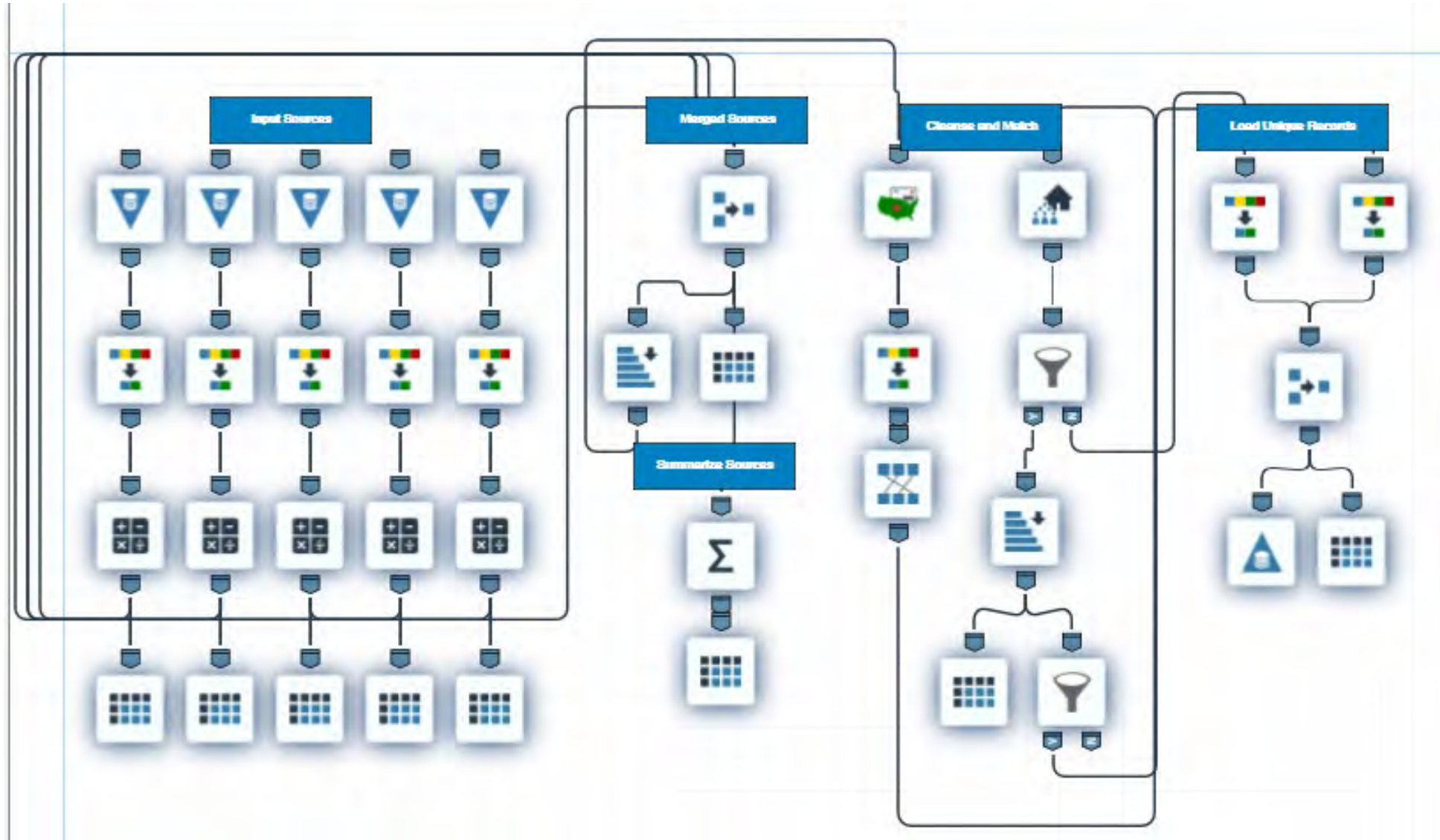
- ☐ Initial Email Offer
- ☒ Optimized Email Off...

EmailConfidence	Pass SMTP Che...	Bounce Ra...	ContactCount
0.16	N	2.67 %	75
0.32	N	5.29 %	227
	Y	0.33 %	2,392
0.48	Y	0.73 %	4,409
0.64	N	1.30 %	2,913
0.80	N	8.94 %	1,052
	Y	0.21 %	152,411
0.96	Y	2.38 %	16,870

Contact Disposition Rates vs. Email Confidence

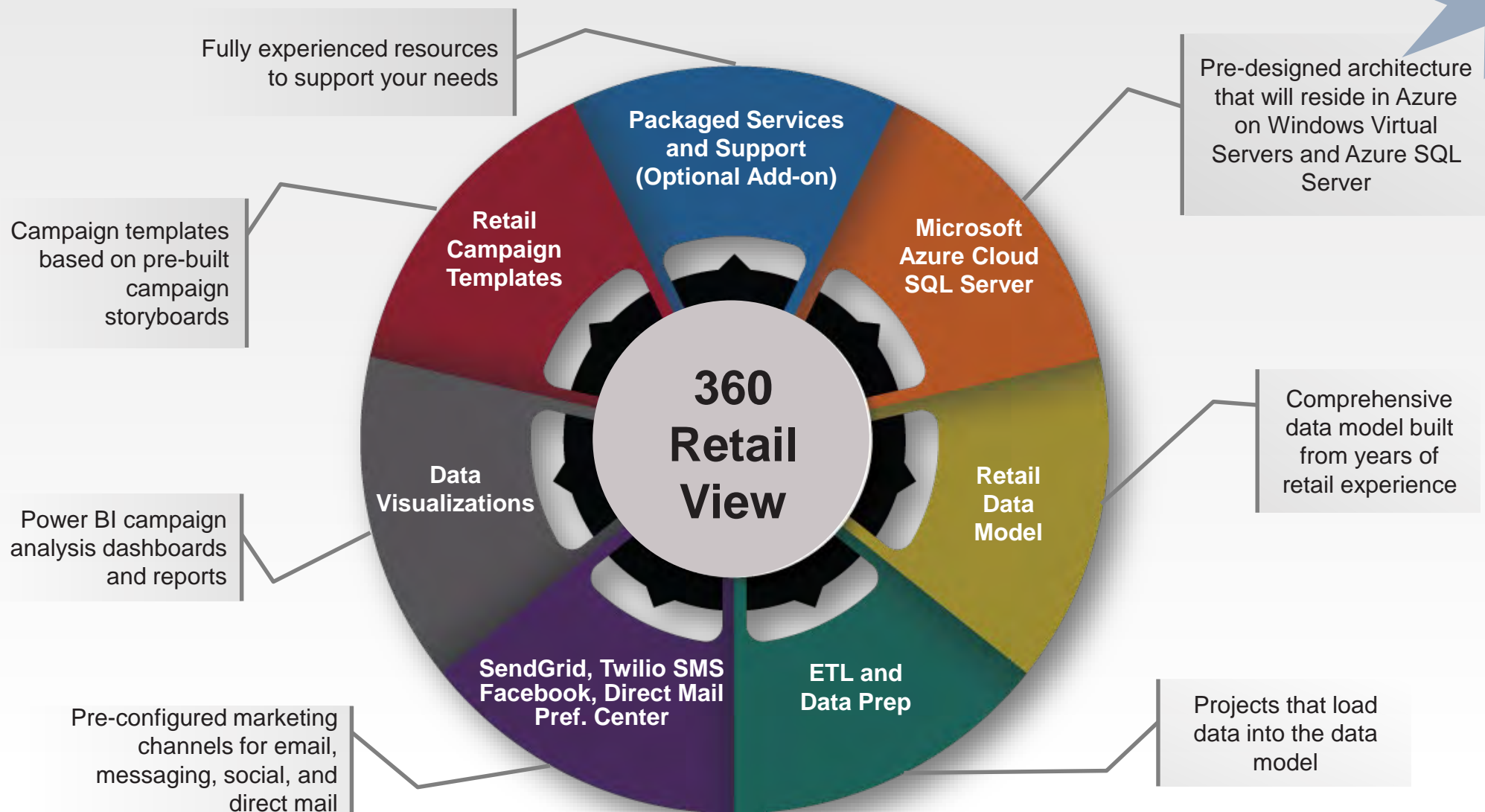
EmailConfidence	Bounce Ra...	Open Rate	Click Rate	Unsubscribe Rate	ContactCount
0.16	2.67 %	25.33 %	2.67 %		75
0.32	0.76 %	31.84 %	4.24 %	0.04 %	2,619
0.48	0.73 %	33.39 %	4.56 %	0.05 %	4,409
0.64	1.30 %	29.15 %	3.95 %		2,913
0.80	0.27 %	27.13 %	2.90 %	0.03 %	153,463
0.96	2.38 %	23.89 %	2.64 %		16,870

New UI in Data Management 8.1



Retail Solution

Targeted:
Q1 2018



What is RedPoint MDM?

- This is “Agile MDM”
 - Not like Legacy, EIM-focused MDM
 - We provide much better flexibility and performance
 - **Our automated matching is measurably better than manual matching / curation**
- Focused on the *Customer* domain
 - Not a product limitation, but a marketing/sales focus
 - **RedPoint CDP will continue to focus on the “Single View of the Customer”**

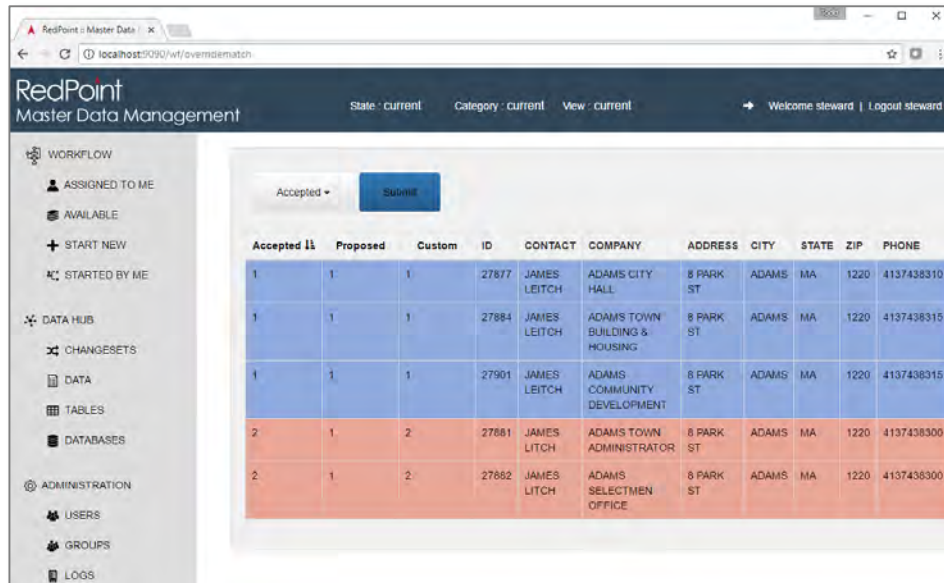
Key Capabilities

- Web-based UI
- Works alongside DM
- Uses MongoDB for performance
- Web services API

MDM Use Cases

Data Steward can merge or split records matched in MDM

- UI shows matched elements and proposals
- Work picked and managed from available assignments
- Can go through an approval workflow



The screenshot displays the RedPoint Master Data Management (MDM) interface. The top navigation bar includes the RedPoint logo, 'Master Data Management', and user information: 'State: current', 'Category: current', 'View: current', and 'Welcome steward | Logout steward'. The left sidebar contains a 'WORKFLOW' section with options: 'ASSIGNED TO ME', 'AVAILABLE', '+ START NEW', and 'STARTED BY ME'. Below this is a 'DATA HUB' section with 'CHANGESSETS', 'DATA', 'TABLES', and 'DATABASES'. The 'ADMINISTRATION' section includes 'USERS', 'GROUPS', and 'LOGS'. The main content area shows a table with columns: 'Accepted', 'Proposed', 'Custom', 'ID', 'CONTACT', 'COMPANY', 'ADDRESS', 'CITY', 'STATE', 'ZIP', and 'PHONE'. The table contains five rows of data, with the first three rows highlighted in blue and the last two in red. A 'Submit' button is visible above the table.

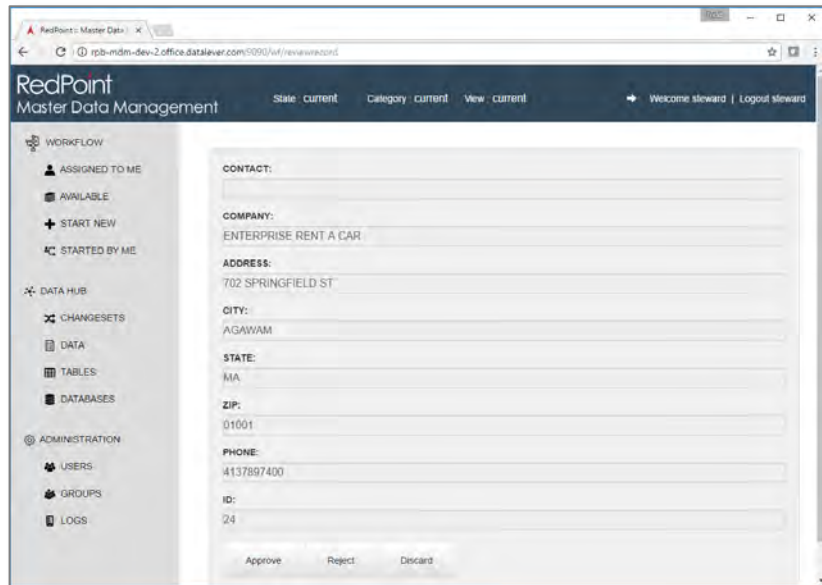
Accepted	Proposed	Custom	ID	CONTACT	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE
1	1	1	27877	JAMES LEITCH	ADAMS CITY HALL	8 PARK ST	ADAMS	MA	1220	4137438310
1	1	1	27884	JAMES LEITCH	ADAMS TOWN BUILDING & HOUSING	8 PARK ST	ADAMS	MA	1220	4137438315
1	1	1	27901	JAMES LEITCH	ADAMS COMMUNITY DEVELOPMENT	8 PARK ST	ADAMS	MA	1220	4137438315
2	1	2	27881	JAMES LITCH	ADAMS TOWN ADMINISTRATOR	8 PARK ST	ADAMS	MA	1220	4137438300
2	1	2	27882	JAMES LITCH	ADAMS SELECTMEN OFFICE	8 PARK ST	ADAMS	MA	1220	4137438300



MDM Use Cases

Business user or team can review changes

- Changes may be automated or manual
- Review workflow provides change details
- Change history provides rollback and auditability



The screenshot displays the RedPoint Master Data Management web application. The interface includes a top navigation bar with the RedPoint logo, the title 'Master Data Management', and user information. A left sidebar contains a 'WORKFLOW' section with options like 'ASSIGNED TO ME', 'AVAILABLE', 'START NEW', and 'STARTED BY ME', as well as a 'DATA HUB' section with 'CHANGES', 'DATA', 'TABLES', and 'DATABASES'. The main content area shows a 'CONTACT' form with fields for 'COMPANY' (ENTERPRISE RENT A CAR), 'ADDRESS' (702 SPRINGFIELD ST), 'CITY' (AGAWAM), 'STATE' (MA), 'ZIP' (01001), and 'PHONE' (4137897400). At the bottom of the form are buttons for 'Approve', 'Reject', and 'Discard'.





REDPOINT
— G L O B A L

Thank You!