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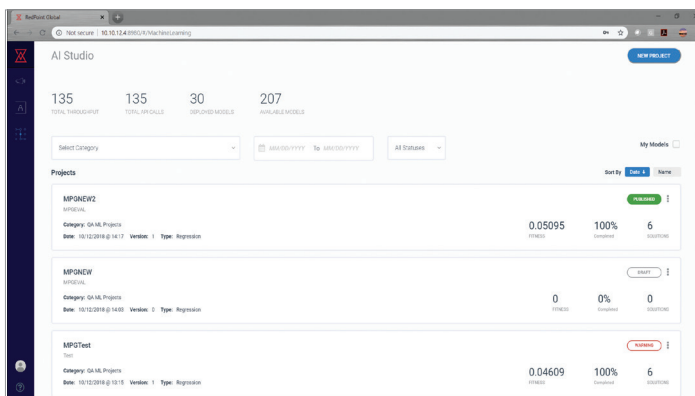
Humanizing analytics by putting the power of AI into the hands of marketers

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 percent in sales growth and 25 percent in gross margin, according to a Gallup Behavioral Economics study[1].

Further, in a recent HBR study, 70 percent of respondents cite data analytics as the most critical technology to enable personalization[2]. And IDC confirms that 64 percent of marketers plan to use AI and machine learning for optimized message targeting and real-time personalization by 2020[3].

RedPoint AI Studio™ humanizes access to advanced analytics for marketers. It provides all the analytical capabilities marketers need and delivers advanced modeling tools for data scientists. RedPoint AI Studio includes a library of fully-configurable models that allows users to get up and running quickly with automated and guided personalization. With RedPoint AI Studio, marketers use models built on their customers' data to automatically recommend the next-best action at each stage of the customer journey based on business goals.
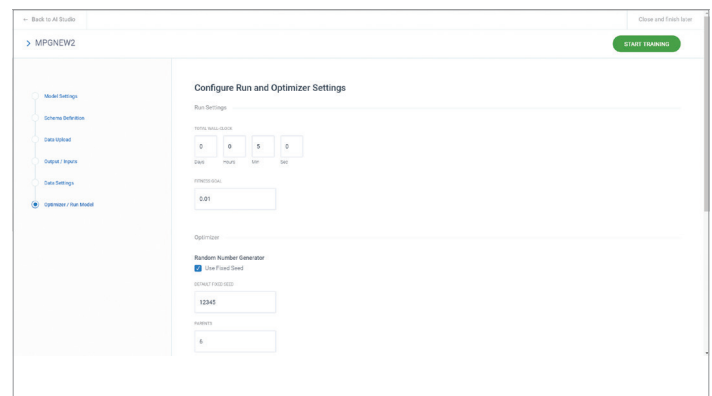
Optimize Model Results

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'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 such as, high-value purchasers, churners, or early adopters.

- **Regression**: Models used for estimating the relationships between variables to predict customer responses based on changes in customer preferences, response to new products, or links between demographics and customer buying habits and intent.

- **Clustering**: Models to automatically discover groupings and assign people to them for intelligent "look-alike" marketing, segmentation and accurate preference analysis.

A dashboard to view all models created including model type, date, fitness, solutions, APIs and more.

Marketers can automate timing and deployment of advanced analytics models for fine-tuned targeting.
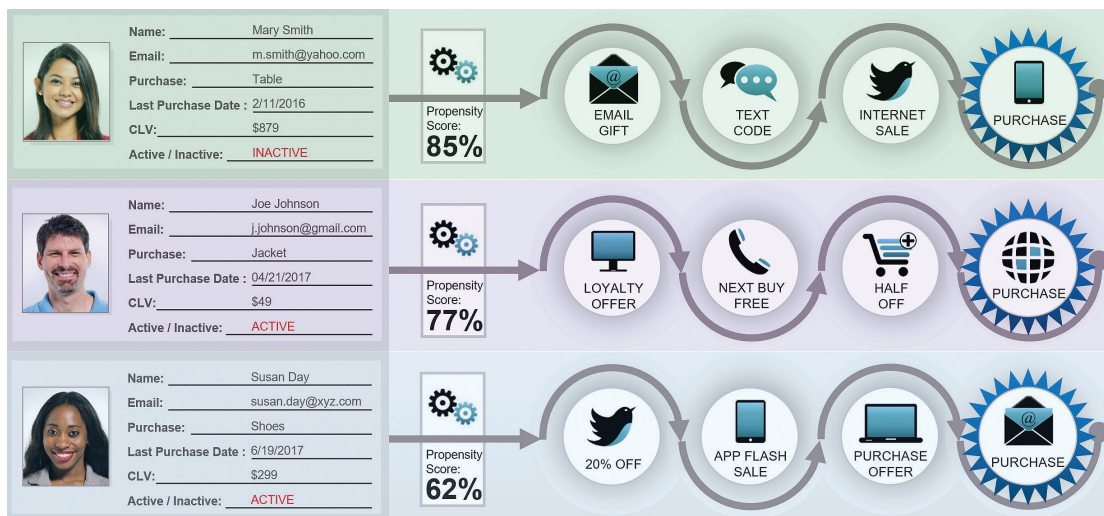
Personalize Path to Purchase

RedPoint AI Studio enables transparency for marketers and data scientists to align business objectives with advanced analytic models, leveraging predictive analytics to deliver dynamic customer journeys that stay in sync with each customer through:

- **Next-best-action predictions**: Automatically score customers and automate segmentation to determine what content should be delivered to an audience, and to choose when, where, and how to present it.

- **Product recommendations**: Combine customer input, product configuration, and machine learning to create timely and relevant product recommendations in digital and in-store channels.

- **Journey optimization**: Predict and automate the most precise guided customer journeys to maximize conversions and purchases.

Business Value Delivered

RedPoint AI Studio delivers superior business benefits including increases in revenue, lower interaction costs, better utilization of scarce data scientists and marketing resources, and increased customer loyalty. Specifically:

- **Reduced operational expense and increased productivity**: Marketers can more easily access data and models to optimize journeys. Data scientists spend less time managing data and more time doing analysis.

- **Increased personalization and relevancy at scale**: Combine personalization with real-time capabilities to increase revenue by delivering messages and offers in the cadence and context of the customer journey. More relevant messages lead to less customer fatigue, friction and lower interaction costs.

- **Increased customer lifetime value and revenue**: The robust path-to-purchase model scores each customer on his/her purchase journey, which lowers the cost of both acquiring new customers and retaining existing loyal ones.

Evaluate all customers continuously leveraging path to purchase optimization strategies.

[1] Gallup: *Maximizing the Emotional Economy*

[2] HBR Analytic Services: *The Age of Personalization: Crafting a Finer Edge*

[3] IDC: *Can Machines be Creative? How Technology is Transforming Marketing Personalization and Relevance*

About RedPoint Global Inc.

RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit www.redpointglobal.com/aistudio or email contact.us@redpointglobal.com.