



# Next Best Actions with Models

Redpoint on the Radar

<March 2026>  
Technical Webinar

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## Meet Our Presenters...



**Matt Greitzer**  
Co-founder, Predictable



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Chief Customer Officer,  
Redpoint

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## Agenda

- Discuss how models can assist Redpoint with Next Best Action
  - Predictable offers 6 models for CDP
- Explore some use cases
  - Look at different ways to use models depending on your industry
- Understand how Redpoint can leverage the power of Predictable models in your environment



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## How is a Next Best Action strategy helpful?



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### Building Customer Relationships

Personalized marketing engagement is crucial for establishing lasting connections with customers and enhancing their experience.

### Delivering the Right Message

To succeed, marketers must deliver the right message at the right time through the appropriate channels to resonate with customers.

### Dynamic Marketing Strategies

A flexible and dynamic approach is necessary to adapt to evolving customer behavior and market conditions for effective marketing.

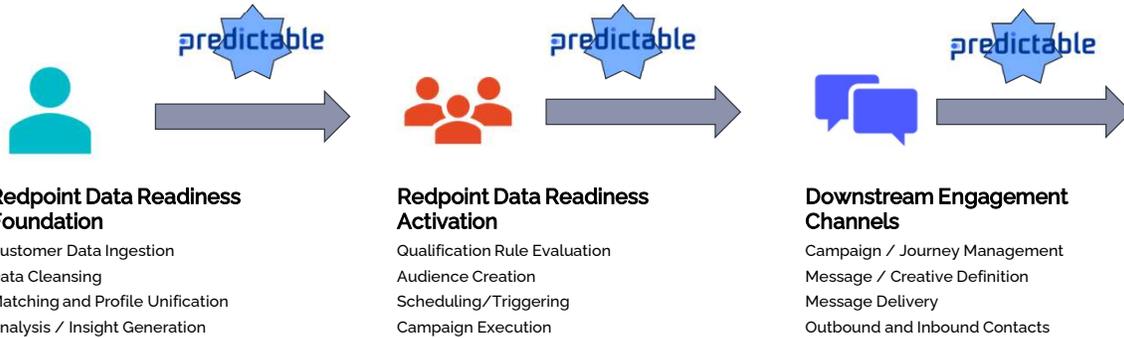
### Data-Driven Decision Making

Organizations utilize data and algorithms to predict optimal marketing actions, balancing customer needs and business objectives.

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## What does the NBA process look like with Redpoint?



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## Six Purpose-Built Models to Power AI-Segmentation



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## Why Predictable?

### Measurable Results

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**15%-40%**  
Performance Improvements

**10X+**  
Return on Investment

### Plug-and-Play

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Deploys in Days, Not Months

Intuitive Segments for Easy Application

No Data Science Required

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## Current Production Models and Segments

- Out-of-the-box, intuitive segments aid in **rapid deployment**
- **Custom segments** can be pre-built per partner requirements to provide an **easy on-ramp** for new customers

Production Models	Pre-Built Segments	Customer Scores
<b>Purchase Propensity</b>	<ul style="list-style-type: none"> <li>• High Purchase Propensity</li> <li>• Medium Purchase Propensity</li> <li>• Low Purchase Propensity</li> </ul>	<ul style="list-style-type: none"> <li>• 1-100</li> </ul>
<b>Churn Propensity</b>	<ul style="list-style-type: none"> <li>• High Churn Propensity</li> <li>• Medium Churn Propensity</li> <li>• Low Churn Propensity</li> <li>• Priority Winbacks, Churned + High LTV</li> </ul>	<ul style="list-style-type: none"> <li>• 1-100</li> </ul>
<b>Customer Lifetime Value</b>	<ul style="list-style-type: none"> <li>• High LTV</li> <li>• Medium LTV</li> <li>• Low LTV</li> <li>• Fledgling Customers</li> <li>• Future Whales,</li> <li>• Priority Winbacks</li> <li>• Highly Engaged</li> </ul>	<ul style="list-style-type: none"> <li>• 1-100</li> <li>• Predicted LTV \$\$\$</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Partially Engaged</li> <li>• Minimally Engaged</li> <li>• Disengaged</li> <li>• Engaged Prospects</li> </ul>	<ul style="list-style-type: none"> <li>• 1-100</li> </ul>
<b>Product Recommender</b>	<ul style="list-style-type: none"> <li>• Generates a ranked list of products to recommend to the user</li> </ul>	<ul style="list-style-type: none"> <li>• Product Pairing</li> </ul>
<b>Nth Purchase</b>	<ul style="list-style-type: none"> <li>• High Nth Purchase</li> <li>• Medium Nth Purchase</li> <li>• Low Nth Purchase</li> </ul>	<ul style="list-style-type: none"> <li>• 1-100</li> </ul>

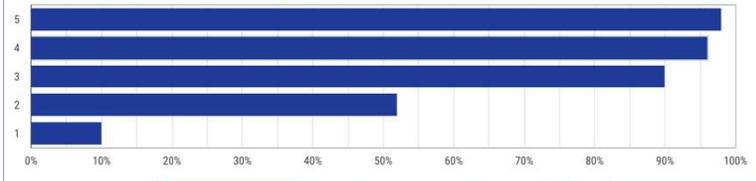
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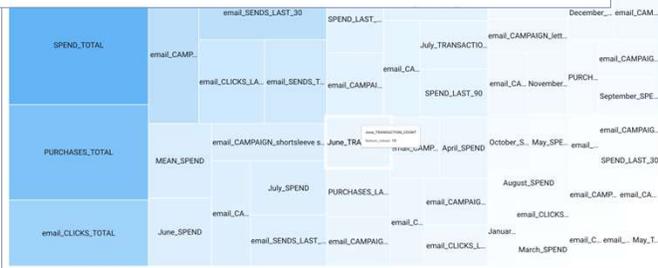
## ML Deep Dive: Summary Statistics

This chart depicts the relevant model accuracy rate by quintile. For each quintile, the chart shows what percentage of people engaged in the predicted behavior. The model predicted those in Quintile 5 to have the highest probability, and those in Quintile 1 have the lowest probability. The bars indicate what percentage of the population of each quintile completed behavior.



<b>True Positives</b>	<b>False Positives</b>
0.74	0.26
<b>False Negatives</b>	<b>True Negatives</b>
0.35	0.65

<b>Train Area Under Curve</b>
0.93
<b>Test Area Under Curve</b>
0.77



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## Model Applicability by Vertical

Model	Retail	Travel and Hospitality	Financial Services	Healthcare
Propensity	●	●	●	●
LTV	●	●	◐	◐
Nth Purchase	●	●	◐	◐
Churn	●	◐	●	●
Engagement	●	●	●	●
Recommender	●	●	●	●

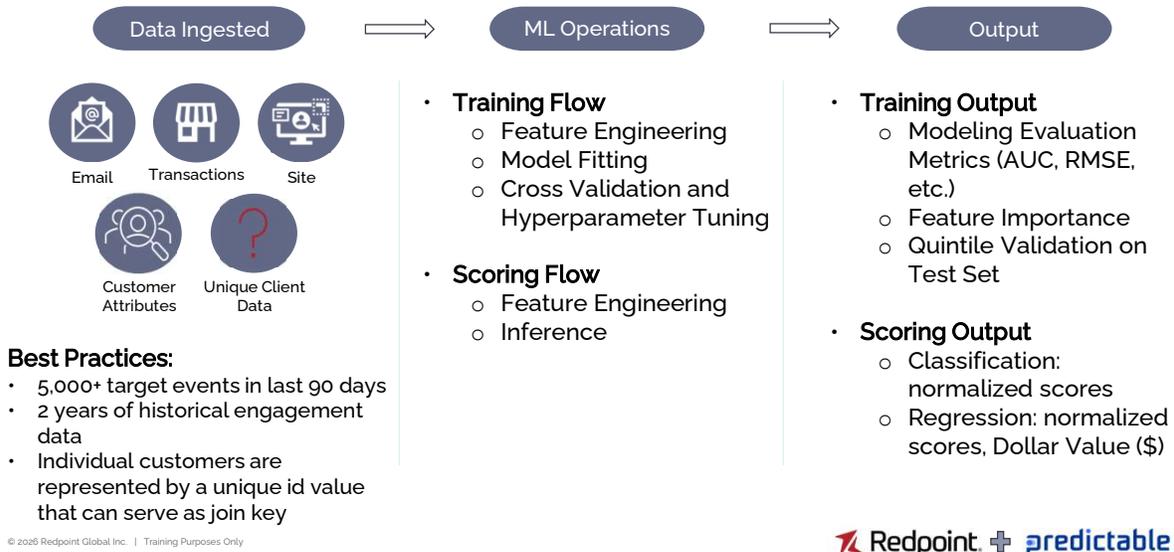
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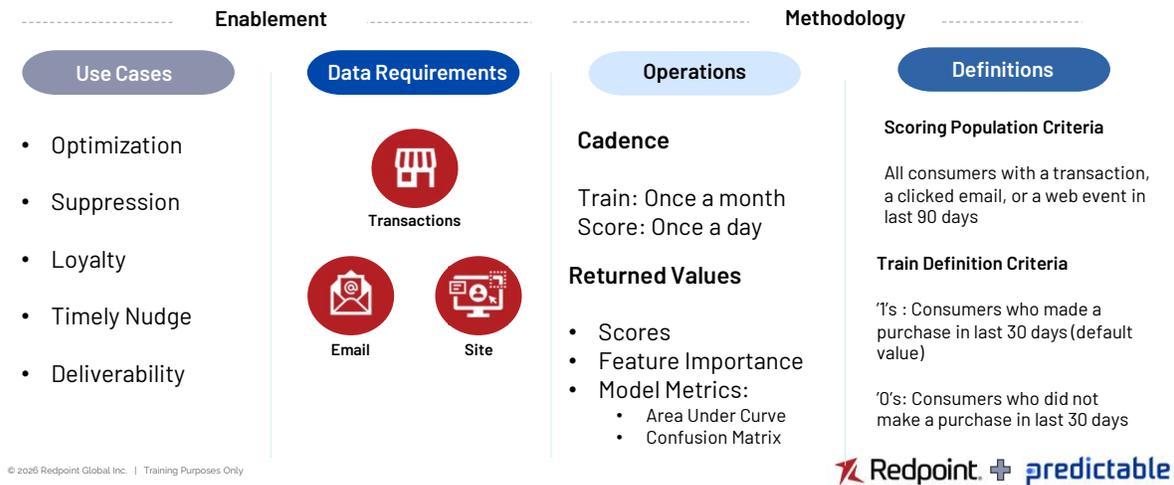
## ML Deep Dive: Data and Output



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## Purchase Propensity

Predict which customers are most likely to make a purchase



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# Churn

Predict which customers are most likely to churn out

Enablement		Methodology	
<p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>Incentivize Retention</li> <li>Reward Loyal Customers</li> <li>Win-back</li> <li>Optimization</li> <li>Cross Sell</li> </ul>	<p><b>Data Requirements</b></p> <ul style="list-style-type: none"> <li>Transactions</li> <li>Email</li> <li>Site</li> </ul>	<p><b>Operations</b></p> <p><b>Cadence</b></p> <p>Train: Once a month Score: Once a day</p> <p><b>Returned Values</b></p> <ul style="list-style-type: none"> <li>Scores</li> <li>Feature Importance</li> <li>Model Metrics                             <ul style="list-style-type: none"> <li>Area Under Curve</li> <li>Confusion Matrix</li> </ul> </li> </ul>	<p><b>Definitions</b></p> <p><b>Scoring Population Criteria</b></p> <p>All consumers with a transaction in last 365 days</p> <p><b>Train Definition Criteria</b></p> <p>'1's : Consumers who did not make a purchase in last 180 days (default value)</p> <p>'0's: Consumers who did make a purchase in last 180 days</p>

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# 2nd Purchase

Predict which customers are most likely to make a second purchase

Enablement		Methodology	
<p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>Establish Loyalty</li> <li>Timely Nudge</li> <li>Incentivize Repeat Purchasing</li> <li>Content Segmentation</li> </ul>	<p><b>Data Requirements</b></p> <ul style="list-style-type: none"> <li>Transactions</li> <li>Email</li> <li>Site</li> </ul>	<p><b>Operations</b></p> <p><b>Cadence</b></p> <p>Train: Once a month Score: Once a week</p> <p><b>Returned Values</b></p> <ul style="list-style-type: none"> <li>Scores</li> <li>Feature Importance</li> <li>Model Metrics                             <ul style="list-style-type: none"> <li>Area Under Curve</li> <li>Confusion Matrix</li> </ul> </li> </ul>	<p><b>Definitions</b></p> <p><b>Scoring Population Criteria</b></p> <p>All consumers with a first purchase in last 180 days</p> <p><b>Train Definition Criteria</b></p> <p>'1's : Consumers who made a 2nd purchase within 90 days of their 1st purchase (default value)</p> <p>'0's: Consumers who did not make a 2nd purchase within 90 days of their 1st purchase</p>

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# Lifetime Value

Predict the amount of spend a customer will make over the next year

Enablement		Methodology	
<p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>Segmentation</li> <li>Upsell</li> <li>Discount Strategy</li> <li>Loyalty</li> <li>Content Optimization</li> </ul>	<p><b>Data Requirements</b></p> <ul style="list-style-type: none"> <li>Transactions</li> <li>Email</li> <li>Site</li> </ul>	<p><b>Operations</b></p> <p><b>Cadence</b></p> <p>Train: Once a month Score: Once a week</p> <p><b>Returned Values</b></p> <ul style="list-style-type: none"> <li>Scores                             <ul style="list-style-type: none"> <li>Predicted spend over next year</li> <li>Predicted spend plus historical spend</li> </ul> </li> <li>Feature Importance</li> <li>Model Metrics                             <ul style="list-style-type: none"> <li>R2</li> <li>RSME / MAE</li> </ul> </li> </ul>	<p><b>Definitions</b></p> <p><b>Scoring Population Criteria</b></p> <p>All consumers with a transaction, a clicked email, or a web event in last 365 days</p> <p><b>Train Definition Criteria</b></p> <p>Each customer's sum of total spend over past year with brand</p>

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# Product Recommendation

Recommend products to customers based on their purchase history

Enablement		Methodology	
<p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>Personalization</li> <li>Product Insights</li> <li>Cross Sell</li> <li>Discount Strategy</li> <li>Bundling</li> </ul>	<p><b>Data Requirements</b></p> <ul style="list-style-type: none"> <li>Transactions</li> </ul>	<p><b>Operations</b></p> <p><b>Cadence</b></p> <p>Train: Once a week</p> <p><b>Returned Values</b></p> <p>Product Matrix: each product is matched to every other product in the catalog, ranked from most associated to least associated</p>	<p><b>Definitions</b></p> <p><b>Matrix Creation Criteria</b></p> <p>All transactions made by multi-time purchasers in last 365 days</p>

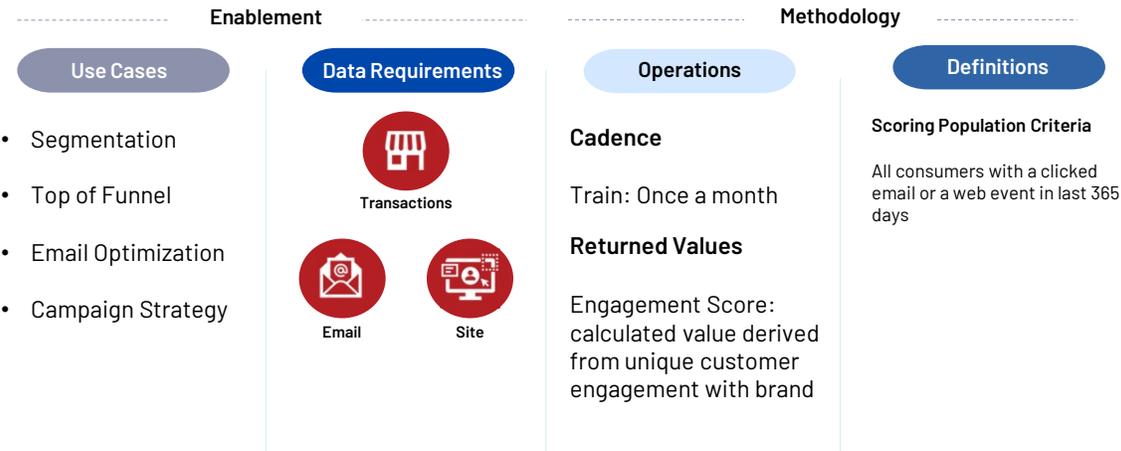
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# Engagement Index

Rank customers from most engaged to least engaged



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# Catalog Send Optimization with AI Scoring

## Challenge

- A leading multichannel retailer of office and warehouse supplies, historically relied heavily on catalog marketing. As their business evolved towards digital and website-driven sales, they engaged Predictable to **optimize their catalog investment**.

## Solution

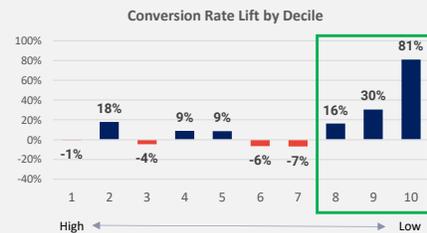
- Predictable implemented advanced **AI-driven segmentation and scoring** techniques, leveraging extensive customer data, including historical sales, website interactions, email engagements, and offline transaction records.
- Customers were segmented and ranked based on **purchase propensity**, then divided into test and control groups
- Post-mailing performance was rigorously analyzed, measuring **incremental sales and engagement across each propensity segment**.

## Results

- High-propensity segments showed minimal uplift, suggesting that **these customers were already likely to purchase without additional prompting**.
- Lower-propensity segments demonstrated substantial incremental improvements**
- The lowest propensity segment experienced an exceptional **624% lift in website visits** compared to the control group.

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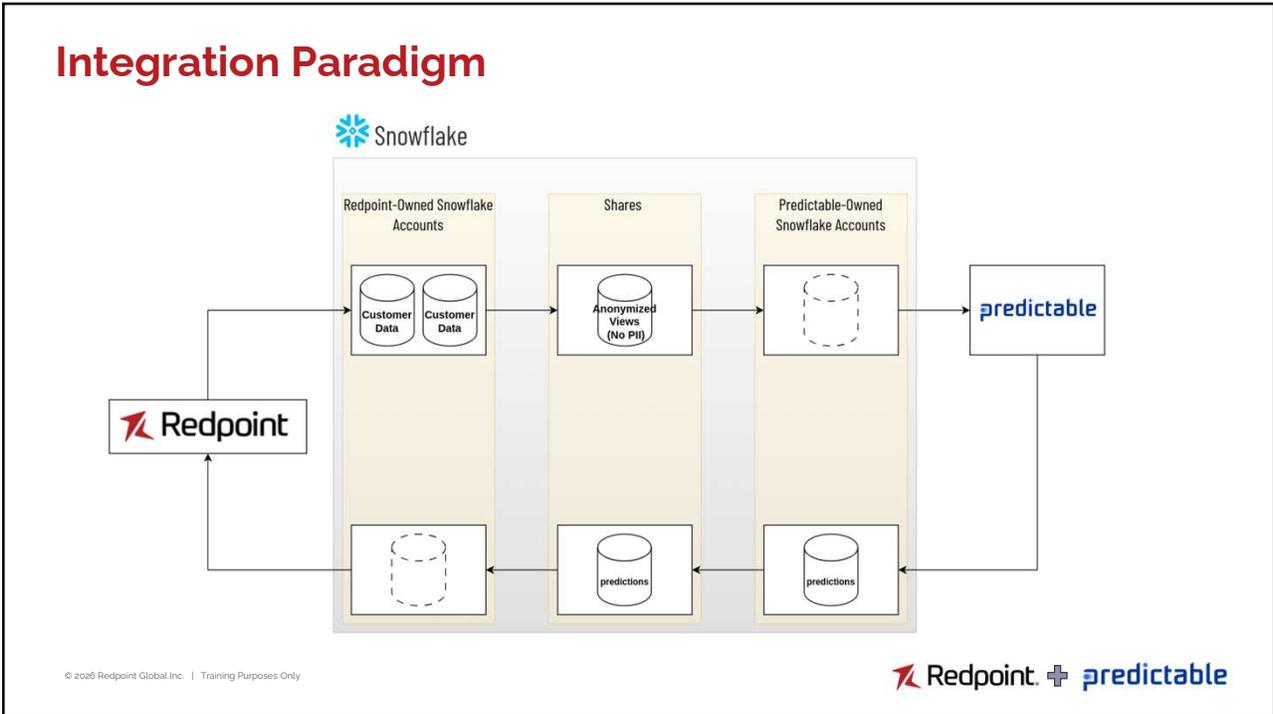
Low-propensity deciles exhibit the greatest lift in conversion rate...



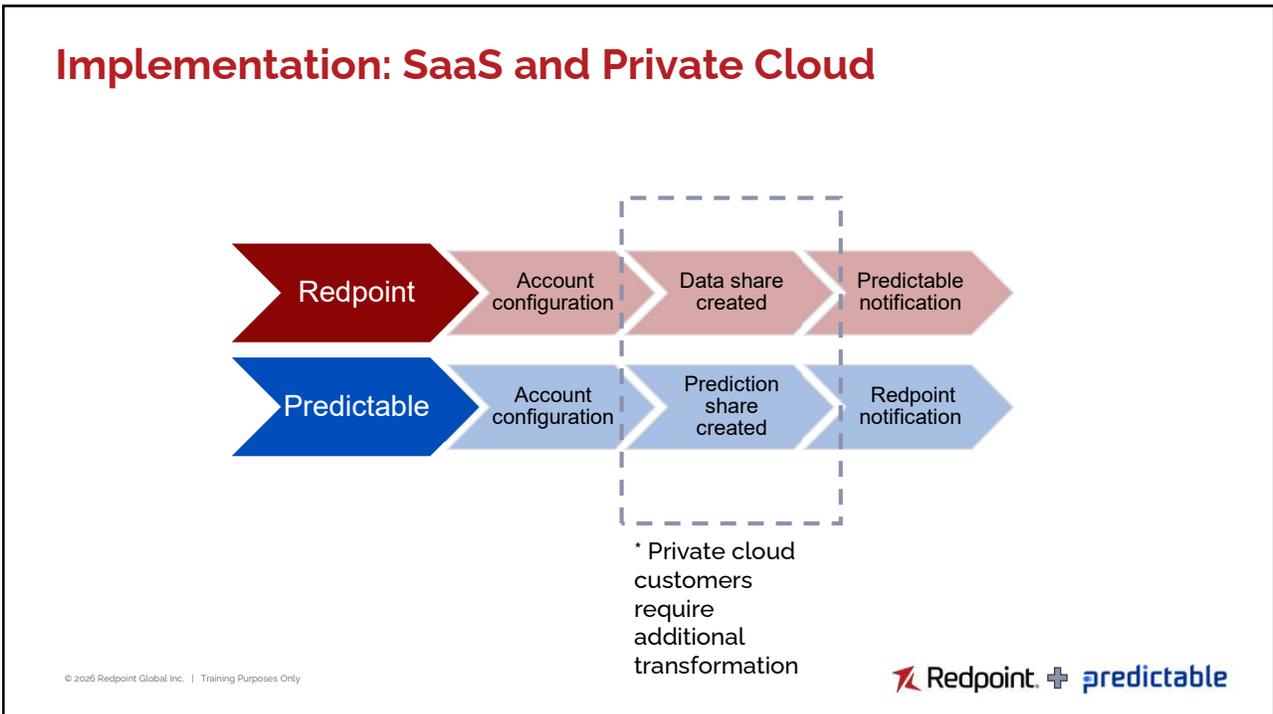
...and in site visitation rate as well



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## Summary



### 1. Discussed adding AI

Predictable models can use client data to render predictions around client actions



### 2. Explored Use Cases

Reviewed some use cases to see how models may assist your campaign



### 3. Understood How

Looked at how Predictable and Redpoint works together to give you seamless access to your model results

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**Thanks for your attention!**

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