

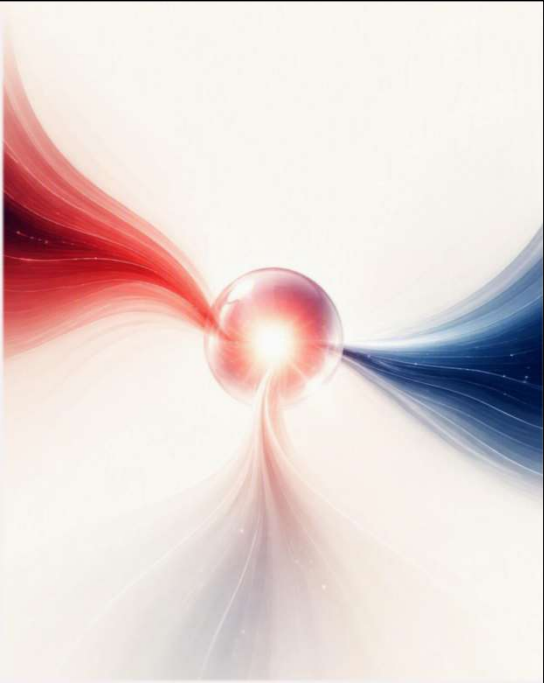
REDPOINT ON THE RADAR

Real-Time Personalization Starts with Identity

Personalization Webinar Series | Part 1

Understanding the foundation of modern personalization

Redpoint on the Radar
AUGUST 2026 | TECHNICAL WEBINAR



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SERIES ROADMAP

Webinar Series Roadmap

Today is about creating the customer understanding that makes everything else possible.

Part 1 | Know the Customer
Identity and the trusted customer foundation.

Part 2 | Personalize the Message
Messages, offers, and communications.

Part 3 | Orchestrate the Experience
Connected experiences across channels.



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How would you describe your organization's personalization strategy today?

Select the response that best represents your current approach.

Mostly segmentation

Broad audience groups.

A/B testing

Comparing defined variants.

Rules-based personalization

Applying rules to known attributes.

Real-time personalization

Adapting to current context.

Not sure

Still defining the approach.

The Evolution of Personalization

Modern personalization shifts from audience thinking to individual thinking.

Traditional: audience segments

Broad groups and batch campaigns.

Traditional: generic experiences

Limited context and one-size-fits-all decisions.

Modern: individual customers

Customer context and current intent.

Modern: continuous learning

Adaptive experiences and real-time decisions.



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CHALLENGE

Why Personalization Often Falls Short

Before we can personalize effectively, we need confidence in who we are interacting with.

●

Incomplete customer profiles

Important context is missing.

●

Anonymous interactions

Behavior begins before recognition.

●

Disconnected systems

Signals live under different identifiers.

●

Delayed access to data

Context arrives after the moment.

●

Inconsistent experiences

Channels act on different customer views.

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REDPOINT APPROACH

How Redpoint Addresses the Personalization Challenges

Redpoint connects customer data, identity, context, decisions, and activation in one continuous flow.

1

CONNECT

Bring signals together

2

RESOLVE

Link identities

3

UNDERSTAND

Create context

4

DECIDE

Choose next best action

5

ACTIVATE

Deliver consistently

A TRUSTED CUSTOMER FOUNDATION FOR RELEVANT, REAL-TIME EXPERIENCES

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IDENTITY

The Identity Challenge

How do you recognize the same customer across devices, browsers, channels, touchpoints, and time?

From the customer's perspective, these are not separate journeys.

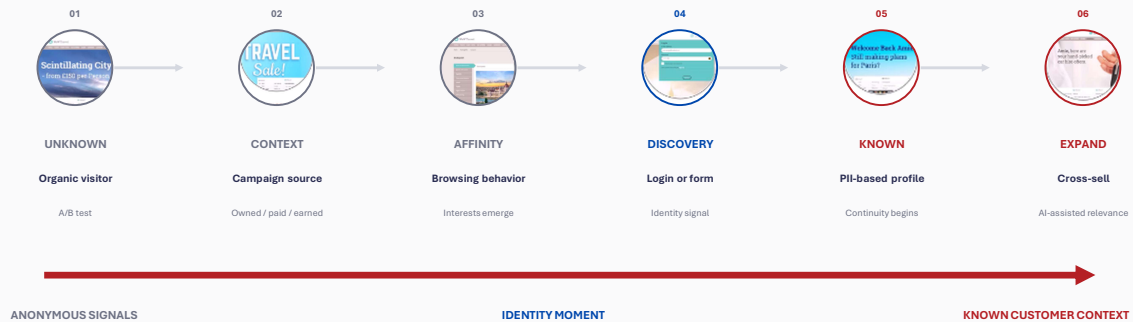
The identity challenge is connecting the interactions without losing context.



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JOURNEY

The Path from Unknown to Known

Progressively richer signals make each interaction more relevant.



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SIGNALS

Capturing Signals Across Digital Experiences

Signals become valuable when they connect into a coherent customer view.

**Capture widely.
Connect deliberately.
Use purposefully.**

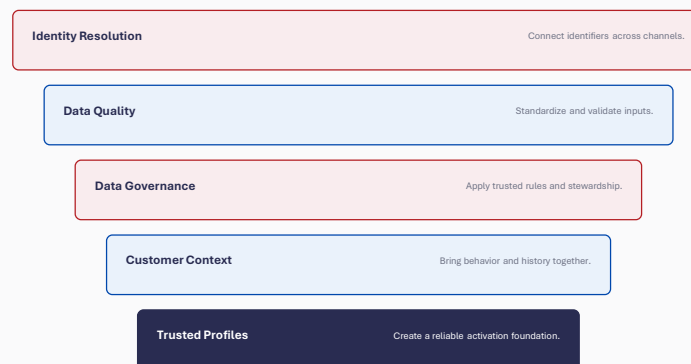


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TRUSTED FOUNDATION

Building the Golden Record

A single trusted customer view makes personalization easier, faster, and more effective.



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DECISIONING

Why Real-Time Matters

Customers change constantly. Personalization should too.

NOW

Current context

Content recommendations

Reflect current interest.

Product suggestions

Respond to current need.

Next best actions

Advance the journey.

Dynamic offers

Align value and timing.

Speed is useful. Relevance is the goal.

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ACTIVATION

From Identity to Action

Identity + Context + Goals = Relevant Customer Experiences

Personalized content

Prioritize what matters now.

Intelligent offers

Match value to customer need.

Guided journeys

Simplify the path forward.

Better experiences

Reduce repetition and irrelevance.

UNDERSTAND → DECIDE → DELIVER → LEARN

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Real-Time Signals and Key Indicators

Use live behavior and profile context to recognize intent, urgency, and the next relevant action.

✓ **Recency**
How recently did the behavior occur?

✓ **Frequency**
How often is the behavior repeating?

✓ **Depth of engagement**
How far did the customer explore?

✓ **Intent strength**
Do signals suggest research or readiness?

✓ **Identity confidence**
How confidently can signals link to a profile?

✓ **Eligibility and context**
What is appropriate now, in this channel?

A signal becomes useful when it changes the next decision.

Key Takeaways

Better customer understanding leads to better customer experiences.

- Personalization starts with identity
- Data readiness is critical
- Unknown-to-known journeys matter
- Real-time context drives relevance
- Trusted customer views enable better experiences



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NEXT SESSION

Preview: Part 2

Beyond A/B Testing: Personalizing Every Outbound Interaction

Offers

Connect value to individual needs.

Smart Assets

Adapt content through rules.

Localization

Tailor language and region.

Open-time personalization

Use context closer to engagement.

Control groups

Maintain a baseline.

Incremental lift

Quantify value created.

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