Redpoint | **munvo**

Upgrade your campaigns and customer experience with a modern composable CDP

The financial services industry is challenged with managing disparate customer data across multiple touchpoints, making it difficult to personalize customer experiences consistent with the growing expectation to recognize each customer's unique financial journey.

To meet the demands of the modern, always-on customer who engages with your brand across a multitude of online and offline channels, you need a customer data platform (CDP) that is as flexible as your customers. Maximize your existing database and channel technology, while also quickly pivoting to meet new and emerging CX and business use cases.

The Redpoint CDP is a complete, composable and cloud-native enterprise customer data platform that gives you the best of both worlds. Secure your data in a private cloud or cloud data warehouse, and develop an accurate, trustworthy Customer 360 without having to move your data outside of your security perimeter.
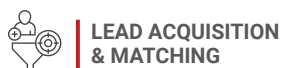
72% of consumers rate personalization as "highly important" in today's financial services landscape.

www.capco.com/en/About-Us/Newsroom-and-media/Banking-Survey-Press-Release

Using the combined technology and marketing expertise from Redpoint and Munvo, you can maximize the value of the customer data that you already have, seamlessly connect to the end channels of your choosing, and achieve the performance and scalability metrics that meet the demands of your organization – and your customers.

- ✓ Lower cost and higher ROI
- ✓ Campaigns and CX that meet customer expectations
- ✓ Ease of use to scale operations while reducing workload

USE CASES

NEW ACCOUNT LEAD GENERATION	**PERSONALIZED ACCOUNT / PRODUCT / CREDIT OFFERS**	**PERSONALIZED FINANCIAL INFORMATION**	**FINANCIAL PRODUCT NURTURE CAMPAIGNS**
SEASONAL CAMPAIGNS	**FINANCIAL MILESTONE CAMPAIGNS**	**CREDIT & RISK CROSS-SELL**	**FINANCIAL ALERTS**
LEAD ACQUISITION & MATCHING	**OPERATIONAL EFFICIENCY & REPORTING**	**CLEAN DATA FOR CUSTOMER AND FINANCIAL MODELS**	

Why Redpoint and Munvo?

Legacy technology should never hold you back from being able to meet your customer with a hyper-personalized, relevant experience across all consumer devices, channels and touchpoints.

The Redpoint CDP prioritizes data quality to create a pristine customer record and streamlines data flow and connections across your existing MarTech stack. Redpoint provides the full scope of CDP functionality from data ingestion to segmentation and activation, giving you unmatched control and agility to accomplish all your CX and business use cases – without having to write a line of code:

Optimize Average Spend
Leverage insights from the Golden Record to allocate resources more effectively, targeting channels and campaigns that offer the highest ROI. This strategic approach improves marketing effectiveness and reduces costs.

Reduce Customer Churn
Deep customer insights provided by the Golden Record empower financial institutions to proactively engage with customers. Personalized messages & content, including product offers, is delivered at just the right time, significantly enhancing customer retention.

Enhance Customer Identification
The comprehensive consolidation of customer data—from credit applications to financial records—via the Golden Record ensures financial institutions can make more informed lending decisions. This level of insight supports a more accurate assessment of applicant profiles, driving operational excellence.

Dynamic Campaign Management
Run finely targeted campaigns such as onboarding journeys and account health checks, driven by rich insights derived from the Golden Record that is based on customer data from multiple sources.