

# A Modern Marketing Architecture Redpoint Global

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## **A Modern Marketing Architecture Redpoint**

A Modern Marketing Architecture: Convergence of Data, Insight and Action A new Modern Marketing Architecture is necessary to meet the raised expectations of today's customers and relieve companies of their chronic fragmentation pains. In simplest terms, a Modern Marketing Architecture (MMA) connects data, insights and action.

## **A Modern Marketing Architecture - redpoint.net**

A Modern Marketing Architecture . The Foundation for Intelligent Customer Engagement. You can't win over today's empowered customers with yesterday's fragmented marketing approaches. To succeed in the era of connected - and empowered - customers, you need a new approach: one that

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leverages data, insight and action to address every customer as ...

## **A Modern Marketing Architecture | RedPoint Global**

The Modern Marketing Architecture (MMA) represents a powerful and flexible environment that combines the essential elements for today's marketer into one cohesive system: seamless access to...

## **RedPoint Global Takes the Stage to Launch Modern Marketing ...**

Modern Marketing Architecture, Xanterra could connect virtually any data source, channel, or media through ready-to-use adapters and built-in messaging orchestration. According to Andrew Heltzel, Director for Marketing and CRM, "RedPoint engineered a data intake solution that allowed us to keep basically all our existing IT infrastructure

## **CASE STUDY - redpoint.net**

Redpoint turns Big Data into Big Opportunity. By eliminating the latency of traditional analytics, Redpoint enables you to ingest data at high volume (such as batch and streaming data) at enterprise scale and provides a deeper level of customer understanding so you can deliver timely, relevant offers.

## **Optimization Using Machine Learning | Redpoint Global**

Data-driven marketing hubs like Redpoint's work with point solutions through API back ends, enabling communication while also providing visibility and unification of the data. As you become more soaked with data in your day-to-day marketing life, this sort of cross-channel orchestration and real-time personalization can drive powerful long-term results.

## **Beyond the Marketing Stack: Why a Data ... - Redpoint Global**

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Check out this recent interview with Dale Renner, CEO and Carol Wolicki, VP of Marketing, RedPoint Global speaks about Multidimensional Insights for Effective Customer Engagements

### **RedPoint Global: Multidimensional Insights for Effective ...**

For more than 20 years, David Lewis has been a pioneering innovator in digital marketing and has overseen marketing for some of Silicon Valley's leading technology firms. He founded DemandGen in 2007 to build the worlds' first marketing technology agency. For the past decade, David and his team at DemandGen have been at the forefront of the transformation taking place in marketing by

...

### **The Modern Marketing Organization: How to Structure Your ...**

Redpoint Ventures Our blog for funding news, startup advice, founder stories & tech trends. Redpoint. Redpoint Office Hours: 2020 SaaS GTM Survey Review. Redpoint. Clouded Judgement: What it Takes to Become a Public SaaS Company—Part 1. Redpoint. SaaS Office Hours with Tomasz Tunguz & Hollie Wegman.

### **Home - Redpoint Ventures**

A modern data architecture is vital for future organizational success, largely because the volume, velocity, and variety of data is only set to increase over the next few years. Redpoint Data Management was designed for this future, and I think it's one of the most adaptable solutions on the market today.

### **Data Management and the Modern Data Architecture**

The RedPoint Convergent Marketing Platform utilizes a Modern Marketing Architecture to help you deliver super relevant, hyper-personalized, cross-channel customer engagement. Unique in its class, it was designed from the ground up to capture, integrate and manage all types of dynamic

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customer data

## **Streamline Your Entire Customer Engagement ... - redpoint.net**

Customer data platforms are a foundational component of the modern marketing technology architecture. They provide an always-on, always processing unified customer profile full of behavior, preference, and interaction data that empowers marketers and other lines of business users with the ability to meet the connected consumer in the right channel at the right time with the right message.

## **How Does a Customer Data Platform Fit into Your Marketing ...**

Architects don't want to be sold to, they want to be involved in a meaningful conversation. As a result, your brand can make an instant impact simply by changing the way you think about your sales and marketing approaches. Starting right now, transform your "It's about Me, Me, Me!" approach into a "How can I help you achieve the vision of your building?" approach.

## **8 Tips for Effective Marketing to Architects | Interrupt**

Companies are realizing the value of analytics and want to make sure they're able to fully leverage their data. Based on my experience, I've found five principles to be critical to the success of a modern data architecture program.

## **5 Keys to a Modern Data Architecture - Credera**

RedPoint will showcase its Modern Marketing Architecture in booth #1133. Attendees will be able to learn how to turn Big Data into the Big Picture and see their customers -- and a special booth...

## **RedPoint Global CEO Speaking at DMA & THEN 2015 Strategic ...**

Jul 19, 2019 - Explore Casaundra Crofoot's board "Architectural Brochure Designs" on Pinterest. See

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more ideas about Brochure design, Brochure, Design.

## **26 Best Architectural Brochure Designs images | Brochure ...**

The RedPoint Convergent Marketing Platform™ provides a broad set of integrated functionality that enables a virtuous marketing cycle of data, analytics and execution.

## **RedPoint Global Named "Cool Vendor" by Leading Analyst Firm**

While you may mostly think about Twilio in the context of its voice and text messaging platform, the company has recently made a number of moves to bolster its IoT platform, which is already one ...

## **Twilio acquires Electric Imp to bolster its growing IoT ...**

Commenting on today's announcement, Patricia Harris, vice president, Digital Infrastructure Marketing at Hitachi Vantara, said, "As the volume of unstructured data skyrockets within ...

## **WekaIO Signs OEM Agreement with Hitachi Vantara | Business ...**

Toyota Motor Europe (TME) launched a new logo and visual identity today, created with independent agency network The&Partnership, to represent the brand's progression since its last redesign ...

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