



Get Your Email Marketing Beyond the Basics

Too many email marketers never get beyond the basics: large target audiences, generic messages, one-off blasts, limited visibility into results. They become too dependent on their email service provider (ESP). Their target lists and content get trapped in the ESP's hands, making it impossible to shop around for better delivery rates.

RedPoint can take your email marketing to the next level and help you move beyond what you can accomplish with just your ESP. With RedPoint, you can move up the email marketing maturity curve to refined segments, personalized messages, multi-wave campaigns, dialog-based interactions and complete visibility into the ROI from email marketing. It allows you to be merciless about finding the lowest price for commodity services such as email delivery.

And if you still want to use your current ESP for email delivery, you can. But if you find a better ESP pricing model somewhere else, RedPoint makes it easy for you to migrate – without losing your assets or all the campaigns you've already built. So you can save money *and* time.

With RedPoint, you can take email marketing to the next level.

"Many companies...use email as a stand-alone mass-advertising bulk tool, rather than for targeted communication. As a result, a backlash has developed, and the average response rate for mass-marketing messages has dropped to less than 3%."

Gartner, *Hype Cycle for Digital Marketing*, 2013

Email Marketing is a Journey, Not a Destination

Like so many business processes, email marketing has a maturity curve. This makes email marketing a journey, not a destination – organizations must constantly be trying to move forward and improve.

RedPoint's email marketing solution is for organizations ready to get beyond the first step of the journey. RedPoint helps email marketers move:

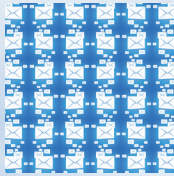
- From campaign lists to strategic segments
- From one-off blasts to multi-wave, dialog-driven interactions
- From generic messages to dynamic, personalized content
- From data trapped at the ESP to a central, complete customer database
- From bounce and click reports to conversion analysis and ROI

Email Service Providers Are Only One Piece of the Puzzle

Email service providers provide a vital service: getting emails to their intended destination. Most ESPs wrap this service with functionality helpful to email marketers just getting started – such as list ingestion, target selections, content creation, and bounce and click reports.

With RedPoint, more mature marketers can continue using their ESP for email delivery, while relying on RedPoint for its powerful segmentation, targeting, campaign design, content personalization and results tracking capabilities. This makes the ESP merely one piece of the email marketing puzzle – putting more power in the hands of the marketer, and freeing them to switch easily to a new ESP when better delivery rates become available elsewhere.

RedPoint's Email Marketing Capabilities Put Marketers, Not Service Providers, in Control



Email marketing using your full database, not just simple lists



More precise targeting for more relevant, effective email marketing



Graphical user interface for designing multi-wave, dialog-driven campaigns



Engage customers with more than one-off blasts



Pre-built, seamless integrations to many leading email service providers (ESPs)



Keep using your current ESP for delivery, or swap at any time



Reports and dashboards to track all relevant metrics and analyze ROI



Quickly assess what's working and not – at the bottom line

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