CASE STUDY

Health Plan Empowers Marketers to Orchestrate Personalized Customer Journeys

The Redpoint CDP

Why

A Fortune 20 healthcare payer and a pharmacy benefits company abandoned a homegrown customer data platform (CDP) effort due to time and resource demands, knowing it would detract from keeping pace with its customers and members.

It then pivoted to finding a CDP that can solve several challenges, among them:

- Heavy reliance on IT to pull segments for campaigns and to build email templates, in each case taking weeks

- Static segments that failed to account for customers dynamically qualifying for a new or different campaign at the time of execution

- A limited ability to orchestrate a customer journey, such as updating content based on real-time behaviors

- A lack of enterprise rules for audiences, exacerbated by a large, siloed MarTech stack cobbled together over time and through acquisition

What

The healthcare services organization selected the Redpoint CDP for the CDP's superior data management, segmentation and journey orchestration capabilities, citing its proven results in streamlining audience segmentation, campaign management and communication delivery.

The Redpoint CDP provided:

- A single platform to centralize customer data and build a unified comprehensive, real-time customer profile

- The capture of customer preferences to help orchestrate campaigns based on an individual customer's journey

- Integration with existing technology stack, including CMS and inbound and outbound communication channels

- Campaign analytics to help further refine future segments

- Flexibility through an open garden approach

Wow

Within months, the organization achieved significant improvement in dynamic prescription refill campaign results, its top use case for the CDP.

The Redpoint CDP drove results through:

- **Cut campaign time** from creation to execution by 50%+

- **Centralized decisioning and campaign orchestration**, with speed-to-value in building audiences and campaigns

- **Consolidated all customer data** in a real-time unified customer profile, with user roles and permissions in place keeping necessary data separate

- **Automated data aggregation** from several sources and data types, including PHI/PII, prospects, medical claims, pharmaceutical data

- **A business-user friendly UI** empowering marketing independence from IT

Redpoint