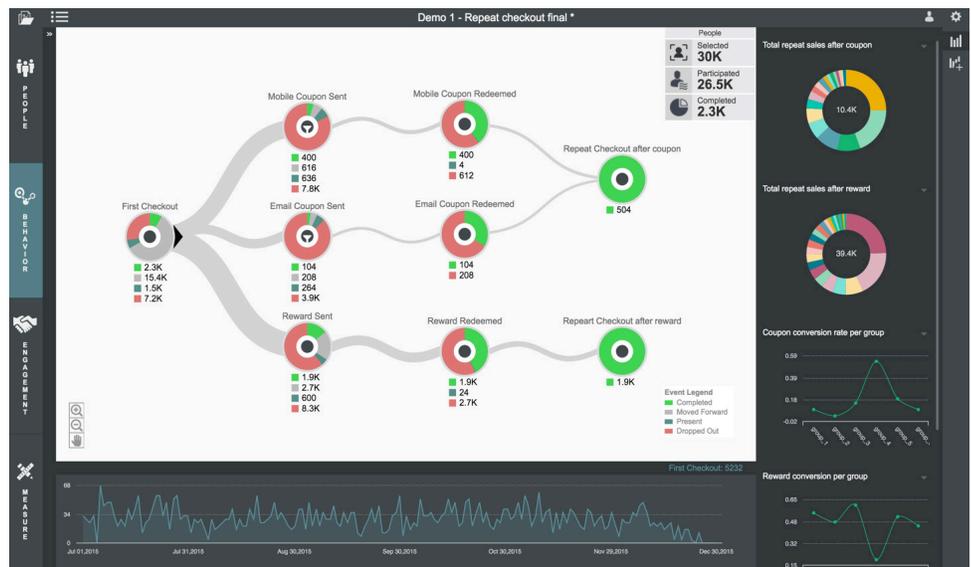# Pointillist™

CUSTOMER JOURNEY ANALYTICS

Pointillist makes it easy for marketers and CX professionals to quickly uncover and optimize the journeys that matter to your customers, so you can dramatically improve customer experience and marketing results.

Link Customer Experience to Revenue and Growth

From marketing to CX to the boardroom, it is now widely recognized that customer experience has a big impact on the bottom line. Companies have struggled, however, to make the quantitative link from customer behaviors to the hard metrics on which managers and executives are measured, rather than relying on gut feel and qualitative data to prioritize marketing and CX decisions.
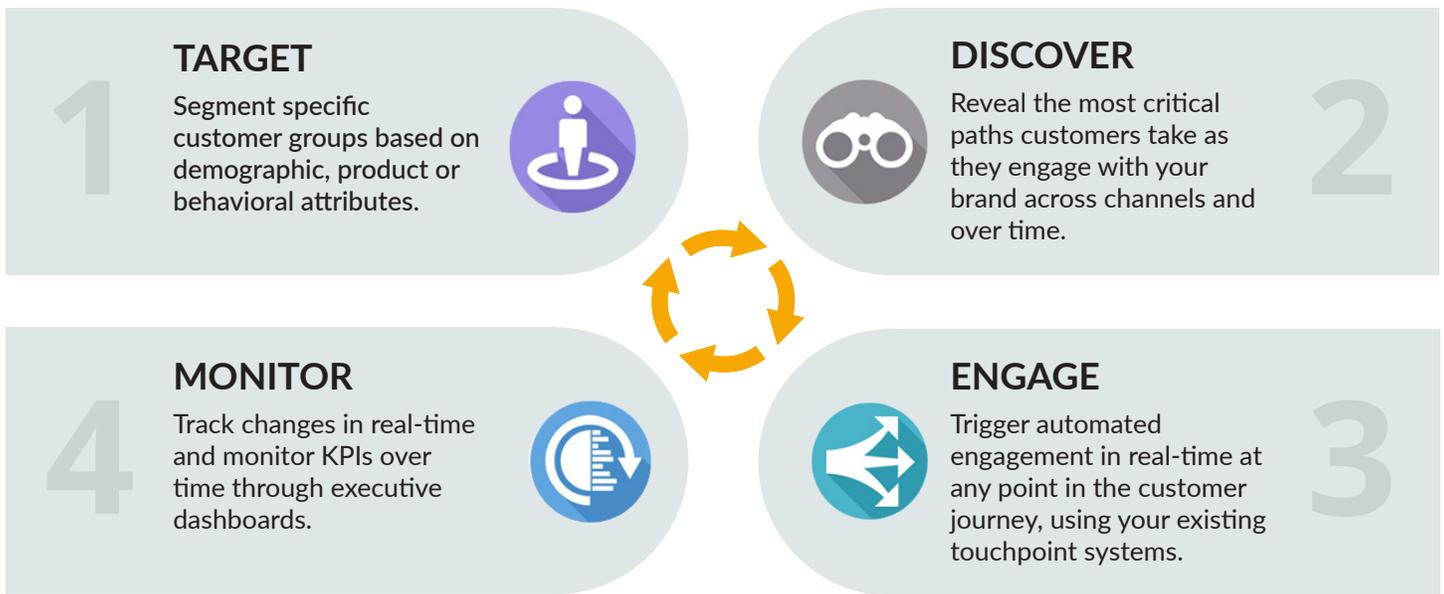
By directly tying customer journeys to hard metrics like revenue and growth, Pointillist makes CX actionable. Marketers and CX teams take advantage of the Pointillist machine-learning algorithms to reveal the most important customer journeys and identify key obstacles and opportunities. The platform's intuitive, visual interface eliminates dependence on data scientists and technical teams, while reducing the time to discover meaningful customer opportunities from weeks to minutes.

Trigger Engagement Based on the Unique Needs of Each Customer

Current rule-based technologies are overwhelmed by the unscripted behaviors behind today's real-world consumer experiences. With Pointillist, meeting the unique engagement needs of each individual customer is dramatically simplified by embedding triggers directly into the most important journeys to create timely interactions via your existing marketing stack. This enables flexible, personalized engagement without the nightmare of maintaining hundreds or thousands of independent rules.

Pointillist Empowers Marketers from Insights to Action

TARGET
Segment specific customer groups based on demographic, product or behavioral attributes.

DISCOVER
Reveal the most critical paths customers take as they engage with your brand across channels and over time.

MONITOR
Track changes in real-time and monitor KPIs over time through executive dashboards.

ENGAGE
Trigger automated engagement in real-time at any point in the customer journey, using your existing touchpoint systems.

Pointillist Delivers Real Business Impact

Boost Acquisition
Pointillist makes it easy to uncover high-impact journeys that result in a purchase. Marketers can leverage this information—along with an understanding of preferences and behavior—into campaigns that acquire new customers.

Reduce Churn
By gaining a data-driven understanding of customer preferences and identifying at-risk customers, marketing and customer experience teams can use Pointillist to prioritize opportunities to improve customer journeys and reduce churn.

Improve Customer Experience
Using Pointillist, you can uncover the paths that your most satisfied customers take and the bottlenecks to a consistent and high-quality customer experience. Pointillist helps you create a unified view of your customers, which is crucial to driving a personalized, engaging customer experience.

Maximize Marketing ROI
By measuring and improving cross-channel efforts, as well as integrating with your existing martech stack, Pointillist helps you get more value out of your existing marketing tools. The result is an improved Return on Marketing Investment (ROMI).

GET STARTED NOW!

Ready to learn more? Contact Pointillist to schedule a demo.

Web: pointillist.com
Twitter: @PointillistView

Email: info@pointillist.com
Phone: 1-888-MYJRNYS (1-888-695-7697)

Pointillist™

Pointillist is Based on Three Key Innovations

1

AGILE DATA INJECTION

Eliminates the complexity associated with traditional relational data warehouses and lakes, and replaces it with highly fluid, time series data structures that mirror customer events in their original form. This vastly reduces data integration time and effort. Our typical customer starts data flowing into the platform on day-one, and is discovering meaningful customer experiences by day-three.

2

PROGRESSIVE IDENTITY MATCHING

Links prospect and customer identities across touchpoints and channels, and "looks back" over time to link anonymous visits with known individuals as they progressively reveal themselves. This enables marketers to seamlessly incorporate anonymous prospect behavior into comprehensive customer journeys over time.

3

INTELLIGENT JOURNEY VISUALIZATION

Pointillist presents customer journeys in stunning visual clarity. An intuitive interface makes it easy to provide human guidance to the analytics and machine-learning algorithms. In this way, you can quickly extract meaningful information from billions of touchpoints without requiring the help of scarce data scientists.

Make Your Existing Marketing Technology Stack Better

Pointillist captures customer interactions and triggers engagement across all your channels, including web, email, mobile, point-of-sale, CRM, inventory, customer service applications, and call center systems.

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