



What is Redpoint Interaction?

Redpoint Interaction is a customer engagement solution that intelligently orchestrates messages and optimizes communications across channels. It is a key part of the rg1™ platform, which provides a unified view of a customer, determines the best decision on next actions to take, and orchestrates customer interactions across all channels.

Open Garden Connectivity

Redpoint Interaction utilizes an open garden approach to connect with a multitude of different platforms and service providers, across many technologies, including:

Database Platforms	Serve as primary and auxiliary Data Warehouses, where data is used to define campaign targeting rules and segmentation, as well as store details for all outbound and inbound activity initiated by RPI.
Email Service Providers	Execute dynamic and personalized email offers and collect event data (eg opens, clicks, bounces, etc) for use within reporting or to trigger further actions within an Interaction workflow.
SMS/Mobile/Push Providers	Execute dynamic and personalized SMS offers and collect event data (eg delivered, failed, etc) for use within reporting or to trigger further actions within an Interaction workflow. RPI also supports mobile push for broadcasting direct messages to Apple, Android, and Windows devices.
CRM Platforms	An RPI offer can execute new or existing campaigns within CRM platforms. The event data is automatically collected and can be used to trigger further actions within an Interaction workflow, across other channels such as Email, SMS, Direct Mail, etc.
Data Onboarding	Utilize these connectors to generate pre-defined or custom data files for automatic uploading and processing within the DMP and Social platforms.
External Content Providers	The ECP connectors provide connectivity to external content and digital asset management systems, and are used to store content (e.g. images, text) for use by RPI (e.g. in email offers or landing pages).
Cache Providers	The Cache connectors allow RPI to store and access various data quickly (in-memory), such as Visitor Profiles, Realtime Decisions rules, and content. This enables immediate action within data dependent websites, without the delays of retrieving information back from the database.
Queue Providers	The Queue connectors allow RPI access to inbound collection of data from sources like a web form submission. RPI can then act on this information in several ways, such as sending a follow up email after a purchase, executing Realtime decisions to display personalized landing page content, etc.
Web Analytics Providers	Enhance your links with our web analytics connectors and RPI will collect and store various metrics available from each of the providers.
Survey Providers	Embed surveys within email offers and landing pages, and RPI will collect and display response stats within the application.
Miscellaneous Web Providers	Additional connectors available that will enhance widget, email, and landing page functionality within RPI.



Database Platforms

Vendor Name	Description	Supported Versions	Supported Mode
Azure Database for MySQL	Azure's managed MySQL database	v5.7.18	Primary & Auxiliary
Azure Database for PostgreSQL	Azure's managed PostgreSQL database	v9.6.5	Primary & Auxiliary
Azure SQL Database	Microsoft's Cloud managed database	v12.0.2000.8 (RTM)	Primary & Auxiliary
Google Big Table	Google's hosted NoSQL database service	Current	Auxiliary Only
Google BigQuery	Google's cloud-based Data Warehouse, fully managed infrastructure designed for large data analysis.	v2.01.20.1025	Primary & Auxiliary
PostgreSQL	PostgreSQL object relational database management system	v9.2.3, v12.0, v13.0	Primary & Auxiliary
Snowflake	Cloud-based Data Warehouse	Current	Primary & Auxiliary
SQL Server	Microsoft relational database management system	2012, 2016, 2017, 2019	Primary & Auxiliary



Email Service Providers

Feature	Salesforce Marketing Cloud	SendGrid	LuxSci	Remarks
Send Test Emails	Yes	Yes	Yes	
Assets - Text Asset	Yes	Yes	Yes	
Assets - HTML Asset	Yes	Yes	Yes	
Assets - Image Asset	Yes	Yes*	Yes	* Supports image assets via specification of an external folder at the channel configuration interface
Assets - Smart Assets	Yes	Yes	Yes	
Assets - Table Asset	Yes	Yes	Yes	
Assets - Web Form	Yes	Yes	Yes	
Email Properties - Purpose	Yes	Yes	Yes	
Email Properties - Date Format	Yes	Yes	Yes	
Content containing Attributes	Yes	Yes	Yes	
Dynamic Sender	Yes	Yes	Yes	
Dynamic Sender - Send Test Emails	Yes	Yes*	Yes	* Provision of preview parameters required
Dynamic Email Name	Yes	Yes	Yes	
Insert Link - External image	Yes	Yes	Yes	External image must be public
Insert Link - URL attributes	Yes	Yes	Yes	
Insert - Social Element - Facebook Like Image URL	Yes	No	No	
Insert - Social Element - Facebook Like Share Content	Yes	No	No	
Insert - Social Element - Twitter Tweet Link URL	Yes	Yes	Yes	
Insert - Social Element - External button images	Yes	Yes	Yes	External image must be public
Insert - Social Element - Image assets as button images	Yes	Yes	Yes	



Feature	Salesforce Marketing Cloud	SendGrid	LuxSci	Remarks
Insert - Social Element - Facebook Page	Yes	Yes	Yes	
Insert - Social Element - Twitter Follow Page	Yes	Yes	Yes	
Insert - Forward to Friend	Yes	No	No	
Insert - Social Element - Quora	Yes	Yes	Yes	
Insert - Social Element - Reddit	Yes	Yes	Yes	
Insert - Social Element - SurveyMonkey Page	Yes	Yes	Yes	
Insert - Social Element - Alchemer	Yes	Yes	Yes	
Insert - Social Element - Line	Yes	Yes	Yes	
Cell Sharing - Entire content	Yes	No	No	
Cell Sharing - By region	Yes	No	No	
Insert - Share Content - Twitter	Yes	No	No	
Insert - Share Content - Facebook	Yes	No	No	
External file in content	Yes	Yes	Yes	External file must be public
Schedule delivery	Yes	No	No	
View as web page	Yes*	No	No	*If 'Prevent HTML transforms' is enabled in offer template, delivered emails will not contain web page link and footer.
Content mode	Yes	Yes	Yes	
Bypass unsubscribes	Yes	No	No	'Suppress marketing emails only' enabled at channel configuration
Subscriber List Support	Yes	No	No	
SMTP Service	No	Yes	No	
Configurable Retry Period	Yes	No	Yes	
Timely results data available	Yes	Yes	Yes	
Asynchronous processing	Yes	No	No	
Import via File	Yes	Yes	No	
BCC email address	Yes	Yes	Yes	
Queue Listener Supported	Yes	Yes	Yes	Email channels no longer require provision of Recipient email property



Feature	Salesforce Marketing Cloud	SendGrid	LuxSci	Remarks
Queue Listener Recommended	No*	Yes	Yes	Unsuitable for use at queue listeners for the following reasons: * Built using Batch Email Send API; overhead required for each send can cause performance issues when sending a single email at a time
Supported at NoSQL	Yes	Yes	Yes	
Smart Asset Determined using Attribute Values	Yes	Yes	Yes	
Smart Asset Determined using Audience Segment Names	Yes	Yes	Yes	
Smart Asset Determined using Model Project	Yes	Yes	Yes	
Smart Asset Determined using Rules	Yes	Yes	Yes	
Enable Trace supported	Yes	Yes	Yes	
Reply To Email Address	No	Yes	Yes	
Email-Realtime Smart Asset Support	Yes	Yes	Yes	
Azure Keyvault	Yes*	Yes	Yes	Applied to email channels with password masking * Tested for Salesforce Marketing Cloud Data Transfer
Dynamic BCC email address	No	Yes	No	
Dynamic Reply-to Name	No	Yes	No	
HIPAA-Compliant	No	No	Yes	



SMS/Mobile Providers

Feature	Twilio	Remarks
Auto-suppress	Yes	
Custom suppression table	Yes	
Serial send	Yes	
Batch send	No	
Opt-out message	No	
Enable SOAP trace	No	
Test using seeds	Yes	
Test using seed groups	Yes	
Links	Yes	
Attribute personalization	Yes	
Dynamic content	Yes	
Targeted count	Yes	
Delivered count	Yes	
Failed count	Yes	
Duplicates count	Yes	
Queued count	Yes	
Sending count	Yes	
Sent count	Yes	
Undelivered count	Yes	
Invalid Phone Number count	No	
Split when > 160 chars	Yes	
Null nos. sent to provider	No	
Invalid nos. sent to provider	Yes	
Shorten URLs	Yes	



Mobile Push Notification (Direct) Providers

Feature	Description	Azure Push Direct
Audience Selector	Allows the option to specify the type of audience to which a notification will be sent, eg Named User, Tag, Device Token, or Channel Id	No
Send Message as Entire JSON Payload	When enabled, messages sent using the channel will use a JSON-formatted payload	Yes
Notification Lifetime	Ability to specify how long a notification is valid (in seconds)	No
Targeted Devices	The ability to target specific devices (if known) for a recipient	No
Collapsible	A collapsible message is a message that may be replaced by a new message if it has yet to be delivered to the device.	No
Use identity	The ability to target a specific user, eg alice@example.com	No
Use tag	The ability to target a group of recipients	No
Registration token	This specifies an attribute which contains data used to uniquely identify recipients	No
Endpoint ID	This attribute is optional and contains data to uniquely identify recipients	No
Channel type	This specifies the attribute used to identify the type of device, eg 'APNS' or 'GCM'	No
High priority	Flags the message as high priority	No
Message action	This specifies where a message recipient should be directed when clicking or tapping on a push notification (eg, Home page, Landing Page, Web Page, Deep link, Share link)	No
Web Adapters	This specifies if the message contains a URL activity can be tracked and monitored.	No
Override Android	When enabled, Android devices will receive a custom message instead of the default	No
Override iOS	When enabled, iOS devices will receive a custom message instead of the default	No
Override SMS	When enabled, it allows an SMS message to be sent to the registered device	No



Override Facebook	When enabled, it allows a FB message to be sent to the registered device	No
Allows personalization	Attributes and Assets can be used in the Offer's content for personalization	Yes
Queue listener	This specifies that the channel can be used in Queue Listener	Yes



Mobile Push Notification Providers

Feature	Azure Notification
Send msg as entire JSON payload	Yes
Notification lifetime	No
Use Tags	Yes
Use registered tags	Yes
Collapsible	No
High priority	No
Message Content (Text Only)	Yes
Override Android	No
Override iOS	No
Override SMS	No
Override Facebook	No



CRM Platforms

Vendor Name	Connector Type	Description	Version Supported
Salesforce.com	Channels > CRM	<p>The Salesforce.com connector will allow users to push Leads and Contacts to new and existing campaigns within the Salesforce.com platform. Data attributes can also be synced between the RPI primary data warehouse and the CRM platform.</p> <p>Upon execution of the offer and subsequent channel synchronization, the following event data will be aggregated as well as individual records captured and stored in the primary data warehouse: Processed, Uploaded, Invalid Leads, and Total Errors</p>	Online



Data Onboarding Providers

Vendor Name	Connector Type	Description	Version Supported
Facebook Offline Conversions	Channels > Data Onboarding > Facebook Audience	The Facebook Offline Conversions connector allows users to push offline data, such as in-store transactions, to the Facebook platform where it will be matched to determine how many customers viewed or clicked on a Facebook Ad, prior to the event occurring.	N/A
Facebook Custom Audiences	Channels > Data Onboarding > Facebook Audience	The Facebook Custom Audience connector allows users to generate pre-defined and custom data files and pushes that data to the Facebook platform as either a new custom audience or appended to an existing custom audience. This process will generate a set of aggregated metrics, which can be viewed within the application.	N/A
Google Ads Customer Match	Channels > Data Onboarding	The Google Ads Customer Match connector allows users to generate customer list files and push the data to the Google Ads platform for targeting the matched users within campaigns across Search, Gmail, Youtube, or Display ads. The data can be generated as either a new Customer Match list or appended/deleted within an existing list.	N/A



External Content Providers

Feature	Amazon Web Services S3	AzureStorage	FTP / SFTP	Google Cloud Storage
Use ECP-hosted image when inserting link	Yes	Yes	Yes	Yes
Hosting of Text assets	Yes	Yes	Yes	Yes
Hosting of HTML assets	Yes	Yes	Yes	Yes
Hosting of Image assets	Yes	Yes	Yes	Yes
Hosting of Smart assets	Yes	Yes	Yes	Yes
Hosting of Table assets	No	No	No	No
Hosting of File assets	No	No	No	No
Hosting of Audio files (If Public, rendered as hyperlink)	Yes	Yes	Yes	Yes
Hosting of Video files (If Public, rendered as hyperlink)	Yes	Yes	Yes	Yes
Following available at File Information Dialog - Details tab: Name, Type, Subtype, Folder, Domain name, Provider type, Provider name, File URL, Public, Modified, Created	Yes	Yes	Yes	Yes
Following available at File Information Dialog - Details tab: Thumbnail URL	No	No	No	No
Information available at File Information Dialog - Details tab when hosted file Not Public	No	No	No	No



Feature	Amazon Web Services S3	AzureStorage	FTP / SFTP	Google Cloud Storage
Following available at File Information Dialog - Details tab when hosted file Public	Yes	Yes	Yes	Yes
Following available at File Information Dialog - Details tab: Created/Modified by	No	No	No	No
Metadata name/value pairs available at File Information Dialog - Details tab	Yes	Yes	No	Yes
Metadata tab available at File Information Dialog	Yes	Yes	No	Yes
Ability to add/remove/save changes to External Metadata available at File Information Dialog	Yes	Yes	No	Yes
Usage tab available at File Information Dialog	No	No	No	No
Ability to create new ECP root and subfolder at File System Dialog	Yes	No	Yes	Yes
Ability to upload to ECP root and subfolder at File System Dialog	Yes	Yes	Yes	Yes
Ability to delete ECP subfolder at File System Dialog	Yes	No	Yes	Yes
Following columns displayed at list at ECP root and subfolder at File System Dialog: Name, Type, Version, Date Modified, Date	Yes	Yes	Yes	Yes



Feature	Amazon Web Services S3	AzureStorage	FTP / SFTP	Google Cloud Storage
Following columns displayed for ECP file at File System Dialog: Name, Type, Version, Date Modified	Yes	Yes	Yes	Yes
Ability to View Information for ECP file at File System Dialog	Yes	Yes	Yes	Yes
Ability to copy ECP file to folder from File System Dialog	Yes	Yes	Yes	Yes
Ability to download ECP file from File System Dialog	Yes	Yes	Yes	Yes
Ability to view following information at ECP subfolder in File System Dialog - Information Panel: Folder icon, 'External Folder', Name, Domain name, Modified, Created	Yes	No	Yes	Yes
Ability to view extra information for ECP files at File System Dialog - Information Panel: Modified by, Created by, Checkin comment, Thumbnail URL	No	No	No	No
Information available at File System Dialog - Information Panel when hosted file Public	Yes	Yes	Yes	Yes
Information available at File System Dialog - Information Panel when hosted file Not Public	No	No	No	No



Feature	Amazon Web Services S3	AzureStorage	FTP / SFTP	Google Cloud Storage
Ability to view metadata name/value pairs for ECP files at File System Dialog - Information Panel	Yes	Yes	No	Yes
Ability to use as a Web Publish Site	Yes	Yes	Yes	No
Ability to use as a Default file export location	Yes	Yes	Yes	Yes
Ability to use as External folder at email service provider	Yes	Yes	Yes	Yes



Cache Providers

Vendor Name	Connector Type	Description	Version Supported
Azure CosmosDB	Cache	Azure's managed NoSQL document-oriented database, utilizing the SQL API.	N/A
Azure Redis Cache	Cache	Azure Redis Cache is a fully managed and highly scalable open-source in-memory data store, built on the Redis platform.	N/A
Cassandra*	Cache	Open source, non-relational distributed database management system.	v3.9
MongoDB*	Cache	Open-source NoSQL database	v2.2.4
Redis	Cache	Redis is an open-source, in-memory data store and managed on-premise.	N/A

* High-performant database platforms, such as Cassandra, can also be utilized as a persisted cache solution.



Queue Providers

Vendor Name	Connector Type	Description	Version Supported	Supports Message Redelivery	Supports Dead Letter Queue	Per Usage Charge
Azure Event Hubs	Queue Provider	Azure Event Hubs is a highly scalable fully-managed Big Data streaming platform and event ingestion service.	N/A	Yes	Yes	Yes
Azure Service Bus *	Queue Provider	Azure Service Bus is a fully-managed enterprise integration message broker.	N/A	Yes	Yes	Yes
Azure Storage Queue *	Queue Provider	Azure Storage Queue is a fully-managed service for storing large numbers of messages.	N/A	Yes	Yes	Yes
Google Pub/Sub Queue Service	Queue Provider	Google Pub/Sub is a fully-managed Realtime messaging service.	N/A	Yes	Yes	Yes
RabbitMQ	Queue Provider	RabbitMQ is an open-source message queue service and managed on-premise. It is built on the Open Telecom Platform framework, allowing for clustering and failover options.	N/A	No	Yes	No

* Please refer to the following link for differences between Azure Service Bus and Azure Storage Queue: <https://docs.microsoft.com/en-us/azure/service-bus-messaging/service-bus-azure-and-service-bus-queues-compared-contrasted>



Web Analytics Providers

Vendor Name	Connector Type	Description	Version Supported
Google Analytics	Web Adapter	Google Analytics adapters allow users to collate metrics gathered by Google based on the behavior of a contact witnessed at a website.	v3 (Analytics API)



Survey Providers

Vendor Name	Connector Type	Description	Version Supported
Alchemer	Channels > Web	The Alchemer Web Channel allows users to embed survey links directly within email offers and landing pages. RPI will track the number of responses to an existing SurveyGizmo survey, and optionally transfer survey and respondent detail back into the data warehouse.	V5 API



Miscellaneous Web Providers

Vendor Name	Connector Type	Description	Version Supported
Litmus	Miscellaneous	RPI uses Litmus to facilitate the "Test Inbox Delivery" functionality in the offer designer. While not exposed to the user, Litmus is used to perform inbox deliverability tests and spam check ratings.	N/A