



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 rgOne™ 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.
Social Media Platforms	Utilize the social platforms connectors to deliver and broadcast offers as well as manage ads, where applicable.
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
Action VectorH	Relational database management system	VH 4.1.1 (a64.lnx/158)	Primary & Auxiliary
Amazon Athena	Amazon's interactive query service utilizing standard SQL with S3	Current	Auxiliary
Amazon Aurora	Amazon's hosted relational database platform	Current	Primary & Auxiliary
Amazon Document DB	Amazon's NoSQL database platform	Current	Auxiliary Only
Apache Drill	Open source framework that leverages a JSON data model to run SQL queries across different data sources, including HBase, MapR-DB, Cassandra, MongoDB, MySQL, CSV, Parquet, and Avro	v1.13.0	Auxiliary Only
Apache Hive	Hadoop based Data Warehouse, using a Hive auxiliary database creates the possibility of making informed segmentation decisions using Big Data within RPI.	v0.13	Auxiliary Only
Apache SparkSQL	Open-source data interface for Hadoop	v1.2	Auxiliary Only
AWS Redshift	Amazon's hosted data warehouse product	v1.0.666	Primary & Auxiliary
Azure CosmosDB	Azure's cloud managed NoSQL platform	Current	Primary & Auxiliary
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 Synapse Analytics	Microsoft's Cloud managed data warehouse (formally Azure SQL Data Warehouse)	v10.0.2531	Primary & Auxiliary
Azure SQL Database	Microsoft's Cloud managed database	v12.0.2000.8 (RTM)	Primary & Auxiliary



Vendor Name	Description	Supported Versions	Supported Mode
Cassandra	Open source, non-relational distributed database management system.	v3.9	Auxiliary Only
Couchbase	Open-source, distributed multi-model NoSQL document-oriented database	Enterprise v5.5	Primary & Auxiliary
DB2	IBM relational database	v10.5.500.107	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
Google Datastore	Google's highly scalable, fully managed NoSQL database platform	Current	Auxiliary Only
Google Spanner	Google's hosted relational database service	Current	Auxiliary Only
GreenPlum	Open-source data warehouse	v4.2.2.4 build 1 Community Edition	Primary & Auxiliary
MapR DB	NoSQL database platform, supported via Apache Drill (v5.2.2)	Current	Auxiliary Only
MariaDB	Open-source relational database management system	v10.0.21 Enterprise Cluster	Primary & Auxiliary
MarkLogic	NoSQL database platform	v8	Auxiliary Only
MongoDB	Open-source NoSQL database	v2.2.4	Primary & Auxiliary
MySQL	Open-source relational database management system	v5.5.30 MySQL Community Server	Primary & Auxiliary
Netezza	IBM data warehousing application	v6.0.2, v7	Primary & Auxiliary
Oracle	Oracle object relational database management system	v10g, v11g, v12c, v19c	Primary & Auxiliary
PostgreSQL	PostgreSQL object relational database management system	v9.2.3, v12.0, v13.0	Primary & Auxiliary
Presto	Open-source distributed SQL query engine	v3.6	Auxiliary Only



Vendor Name	Description	Supported Versions	Supported Mode
Salesforce.com DB	Customer relationship management	API version 34.0	Auxiliary Only
SAP Hana	Column-oriented database management system	v1.00.97.03.1443520413	Primary & Auxiliary
Snowflake	Cloud-based Data Warehouse	Current	Primary & Auxiliary
Splice Machine	Open-source relational database management system	v1.0.1	Primary & Auxiliary
SQL Server	Microsoft relational database management system	2012, 2016, 2017, 2019	Primary & Auxiliary
SQL Server PDW	Microsoft Data Warehouse application	v10.0.4805.1	Primary & Auxiliary
Sybase IQ	SAP relational database system	v15.4.0.3019	Primary & Auxiliary
Teradata	Teradata relational database management system	v13.1, v15, v16.20	Primary & Auxiliary
Vertica	Open-Source Column-oriented database management system	v7.1.1 Community Edition	Primary & Auxiliary
Yellowbrick	On premise and Cloud-based data warehouse built on the PostgreSQL platform.	v3.3, v4	Primary & Auxiliary



Email Service Providers

Feature	Salesforce Marketing Cloud	SendGrid	Acoustic	CheetahMail	Instiller	SparkPost	Responsys	dotdigital	Listrak	Mailchimp	LuxSci	Cordial	Paubox	Amazon Simple Email Service	Amazon Pinpoint	Remarks
Send Test Emails	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports the use of Text Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	* Not supported when used in Content Mode - Text Only
Supports the use of HTML Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports the use of Image Assets	Yes	Yes*	Yes*	Yes*	Yes	Yes	Yes	Yes	Yes*	Yes*	Yes	Yes	Yes	Yes	Yes	* Supports image assets via specification of an external folder at the channel configuration interface ** Formatting not supported. Public image only, private image will show as public.
Supports the use of Smart Assets	Yes	Yes	Yes	Yes	Yes*	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	Yes	Yes	Yes	* Nested Smart Asset is not supported in the Subject line if it contains more than one smart asset that could potentially generate merge tags more than 255 characters length for the subject line can hold
Supports the use of Table Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	No ¹	Yes	Yes	Yes	Yes	No ¹	
Supports the use of Web Forms	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports the option to disable opt-out links	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	No ¹	Yes	Yes	When offer purpose type = "Operational", the requirement for an opt-out link will be disabled for providers that can support it.
Supports formatting of Date Attributes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	No ¹	Yes	Yes	Yes**	Yes	Yes	Yes	* Not supported for Email Subject Line when sent to a Seed Group Target ** Supports its own date formatting. Please check: https://www.smarty.net/docs/en/language.modifier.date.format.tpl



Feature	Salesforce Marketing Cloud	SendGrid	Acoustic	CheetahMail	Instiller	SparkPost	Responsys	dotdigital	Listrak	Mailchimp	LuxSci	Cordial	Paubox	Amazon Simple Email Service	Amazon Pinpoint	Remarks
Email content can contain embedded Attributes for personalization	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	Yes	Yes*	Yes	Yes	Yes	Yes	Yes**	* Maximum number of merge or custom fields is up to 30 only ** Not supported when used in Content Mode - Text Only *** Up to 40 custom attributes can be created and each custom attribute's value must not exceeded 100 characters long
Supports Dynamic Sender Name and Email Address	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	No ¹	
Supports Dynamic Sender Name and Email Address for Test emails	Yes	Yes*	Yes*	Yes*	Yes	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	No ¹	* Provision of preview parameters required ** None provision of preview parameters shall result to default value *** Listed as approved sender **** Sender domain must be accordant with channel configuration ***** Use the sender domain configured for Sandbox testing
Supports Reply-To Email Address	No ¹	Yes	No ¹	No ¹	Yes	Yes	No ¹	No ¹	Yes	Yes*	Yes	Yes	Yes*	Yes***	No ¹	* Reply-to email address needs to be verified @ Mailchimp portal before it can be used ** Reply-to email address not supported once message is secured *** Reply-to email address must be a validated email recipient
Supports Dynamic Reply-To Name	No ¹	Yes	No ¹	No ¹	Yes	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes*	No ¹	* Reply-to name enclosed in a bracket will not display
Supports BCC Email Address	Yes	Yes	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	Yes	Yes*	No ¹	*Operational Email Only



Feature	Salesforce Marketing Cloud	SendGrid	Acoustic	CheetahMail	Instiller	SparkPost	Responsys	dotdigital	Listrak	Mailchimp	LuxSci	Cordial	Paubox	Amazon Simple Email Service	Amazon Pinpoint	Remarks
Supports Dynamic BCC email address	No ¹	Yes	No ¹	No ¹	No ¹	No	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Sendgrid is the only ESP that supports this feature, as of RPI v6.5
The “Insert Link” functionality in the offer designer supports External images	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	External image must be public
The “Insert Link” functionality in the offer designer supports URL attributes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	* Up to 40 custom attributes can be created and each custom attribute's value must not exceed 100 characters long
The “Insert Element” functionality in the offer designer supports Facebook Like Image URL	Yes	No ¹	No ¹	Yes*	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	* Title, Description, Picture, App ID and Share are not supported
The “Insert Element” functionality in the offer designer supports Facebook Like Share Content	Yes	No ¹	No ¹	Yes*	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	* Title, Description, Picture, App ID and Share are not supported
The “Insert Element” functionality in the offer designer supports Twitter Tweet Link URL	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports External button images	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	External image must be public
The “Insert Element” functionality in the offer designer supports the user of Image assets as button images	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Facebook Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Twitter Follow Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Quora	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Reddit	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Survey Monkey Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports Alchemer	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
The “Insert Element” functionality in the offer designer supports the social platform Line	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	



Feature	Salesforce Marketing Cloud	SendGrid	Acoustic	CheetahMail	Instiller	SparkPost	Responsys	dotdigital	Listrak	Mailchimp	LuxSci	Cordial	Paubox	Amazon Simple Email Service	Amazon Pinpoint	Remarks
Supports the insert of a “Forward to Friend” link	Yes	No ¹	No ¹	Yes	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to share email content to an X (Twitter) account	Yes	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to share email content to a Facebook page	Yes	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to share specified cell(s) of the email content to a Facebook page or X (Twitter) account	Yes	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to include external file links in the email content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	External file must be publicly accessible
Supports the option to schedule a future delivery date and time, instead of sending immediately	Yes	No ¹	No ¹	Yes	Yes	Yes	Yes	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports “View as Web Page” link generation	Yes*	No ¹	No ¹	Yes*	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	*If 'Prevent HTML transforms' is enabled in offer template, delivered emails will not contain web page link and footer.
Supports “HTML Only” and “Text Only” Content Modes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	*Cannot send 'HTML only' or 'Text only'. Always 'Multi-part'.
Supports the option to bypass unsubscribes	Yes	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	'Suppress marketing emails only' enabled at channel configuration
Supports Subscriber Lists	Yes	No ¹	No ¹	No	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	
Supports the option to include custom headers	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	
Supports the option to disable open and click tracking	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes*	No ¹	No ¹	No ¹	No ¹	* Managed within the provider’s portal
Supports the option to use a custom subscriber key, instead of email address	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	The custom subscriber key can be a unique identifier such as customer_id or PID
Supports SMTP Service	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to configure the number of API retry attempts within the channel.	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	Yes	No ¹	Yes	No ¹	
Campaign event data is available to be imported within 10 minutes of messages being sent	Yes	Yes	Yes	No*	Yes	Yes	No*	No*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	* Can be delayed for up to a day
Supports asynchronous processing of API calls	Yes	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	This feature is only supported in the SFMC connector



Feature	Salesforce Marketing Cloud	SendGrid	Acoustic	CheetahMail	Instiller	SparkPost	Responsys	dotdigital	Listrak	Mailchimp	LuxSci	Cordial	Paubox	Amazon Simple Email Service	Amazon Pinpoint	Remarks
Supports the option to import event data using RPDM	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	No ¹	No ¹	Yes	No ¹	No ¹	Yes	No ¹	No ¹	
Supports Queue Listener campaigns	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Email channels no longer require provision of Recipient email property
Suitable for Queue Listener campaigns, based on timely execution for a send request	No*	Yes	No	No**	No**	Yes	No	No**	No	No	Yes	Yes	Yes	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 ** Creates a separate CheetahMail campaign each time a queue activity email offer is executed *** Creates and uploads subscribers to a separate list, and creates a new email template, each time a queue activity email offer is executed
Supports NoSQL Databases	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ²	Yes	Yes	Yes	Yes	Yes	
Supports Attribute-based Smart Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports Audience Segment based Smart Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports Model Project based Smart Assets	Yes	Yes	Yes	No ²	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports Selection Rule based Smart Assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No ¹	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports the option to capture API trace logs	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports real-time Smart Assets for email content	Yes	Yes	Yes	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Supports Azure's Keyvault for password management	Yes*	Yes	Yes	Yes	Yes	No ²	Yes	Yes	No ²	No ²	Yes	Yes	Yes	Yes	Yes	Applied to email channels with password masking * Only supported for Salesforce Marketing Cloud Data Transfer channel
HIPAA-Compliant	Yes*	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	Yes	No ¹	No ¹	* Data must be encrypted

1 = Provider does not support this feature
2 = Provider supports feature but not yet implemented



SMS/Mobile Providers

Feature	Messente	Twilio	Salesforce MC MobileConnect	Vibes	Pinpoint	mPulse	Remarks
Supports the option to auto-suppress unsubscribes	Yes	Yes	Yes	Yes	No ¹	Yes	
Supports custom suppression table	Yes	Yes	Yes	Yes	No ¹	Yes	
Supports serial sending of messages	Yes	Yes	Yes	Yes	No ¹	No ¹	
Supports batch sending of messaging	No ¹	No ¹	No ¹	No ¹	Yes	Yes	
Supports custom opt-out text for message	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	
Supports the option to capture API trace logs	No ¹	No ¹	Yes	No ¹	No ¹	No ¹	
Supports Test sends using seeds	Yes	Yes	Yes	Yes	Yes	Yes	
Supports Test sends using seed groups	Yes	Yes	Yes	Yes	Yes	Yes	
Supports the option to include Links in the message content	Yes	Yes	Yes	Yes	Yes	Yes	
Supports attribute personalization	Yes	Yes	Yes	Yes	Yes	Yes	
Support the use of Smart Assets for managing dynamic content	Yes	Yes	Yes	Yes	Yes	Yes	
Offer results will display total Targeted count	Yes	Yes	Yes	Yes	Yes	Yes	
Offer results will display total Delivered count	Yes	Yes	Yes	No ¹	Yes	No ¹	
Offer results will display total Failed count	Yes	Yes	Yes	Yes	No ¹	Yes	
Offer results will display total Duplicates count	Yes	Yes	Yes	Yes	Yes	Yes	
Offer results will display total Queued count	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	
Offer results will display total Sending (in-flight) count	No ¹	Yes	No ¹	No ¹	No ¹	No ¹	
Offer results will display total Sent count	No ¹	Yes	No ¹	Yes	Yes	Yes	
Offer results will display total Undelivered count	No ¹	Yes	No ¹	No ¹	Yes	No ¹	
Offer results will display total Invalid Phone Number count	No ¹	No ¹	No ¹	No ¹	Yes	No ¹	
Message content will be split when > 160 chars	Yes	Yes	No ¹	Yes	No ¹	No ¹	
Supports the option to receive NULL/blank phone numbers	No ¹	No ¹	No ¹	No ¹	No ¹	No ¹	
Supports the option to receive invalid phone numbers	Yes	Yes	Yes	Yes	Yes	Yes	



Feature	Messente	Twilio	Salesforce MC MobileConnect	Vibes	Pinpoint	mPulse	Remarks
Supports 3 rd party URL shortener service	Yes	Yes	Yes	Yes	Yes ¹	Yes	¹ Not supported when inserted link has URL parameters or when Bitly+[any web adapter] are used in the same channel.
Supports native URL-shortener service	No ¹	No ^{2*}	No ¹	No ¹	No ¹	No ¹	* Feature is currently in public preview

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Mobile Push Notification (Direct) Providers

Feature	Description	Airship Push Direct	Azure Push Direct	Google Firebase Direct	Twilio Notify Direct	Amazon Pinpoint Push Notification
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	Yes	No ¹	No ¹	No ¹	No ¹
Send Message as Entire JSON Payload	When enabled, messages sent using the channel will use a JSON-formatted payload	Yes	Yes	No ¹	No ¹	Yes
Notification Lifetime	Ability to specify how long a notification is valid (in seconds)	No ¹	No ¹	No ¹	Yes	No ¹
Targeted Devices	The ability to target specific devices (if known) for a recipient	Yes	No ¹	No ¹	No ¹	No ¹
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 ¹	No ¹	Yes	No ¹	No ¹
Use identity	The ability to target a specific user, eg alice@example.com	Yes	No ¹	No ¹	Yes	No ¹
Use tag	The ability to target a group of recipients	Yes	No ¹	No ¹	Yes	No ¹
Registration token	This specifies an attribute which contains data used to uniquely identify recipients	No ¹	No ¹	No ¹	No ¹	Yes
Endpoint ID	This attribute is optional and contains data to uniquely identify recipients	No ¹	No ¹	No ¹	No ¹	Yes
Channel type	This specifies the attribute used to identify the type of device, eg 'APNS' or 'GCM'	No ¹	No ¹	No ¹	No ¹	Yes
High priority	Flags the message as high priority	No ¹	No ¹	No ¹	Yes	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)	Yes	No ¹	No ¹	No ¹	Yes
Web Adapters	This specifies if the message contains a URL activity can be tracked and monitored.	No ¹	No ¹	No ¹	No ¹	Yes
Override Android	When enabled, Android devices will receive a custom message instead of the default	No ¹	No ¹	Yes	Yes	Yes
Override iOS	When enabled, iOS devices will receive a custom message instead of the default	No ¹	No ¹	Yes	Yes	Yes
Override SMS	When enabled, it allows an SMS message to be sent to the registered device	No ¹	No ¹	No ¹	Yes	No ¹
Override Facebook	When enabled, it allows a FB message to be sent to the registered device	No ¹	No ¹	No ¹	Yes	No ¹
Allows personalization	Attributes and Assets can be used in the Offer's content for personalization	Yes	Yes	Yes	Yes	Yes
Queue listener	This specifies that the channel can be used in Queue Listener	Yes	Yes	Yes	Yes	Yes



Mobile Push Notification Providers

Feature	Azure Notification	Google Firebase	Twilio Notify
Send msg as entire JSON payload	Yes	Yes	No ¹
Notification lifetime	No ¹	No ¹	Yes
Use Tags	Yes	Yes	Yes
Use registered tags	Yes	No ¹	No ¹
Collapsible	No ¹	Yes	No ¹
High priority	No ¹	No ¹	Yes
Message Content (Text Only)	Yes	Yes	Yes
Override Android	No ¹	Yes	Yes
Override iOS	No ¹	Yes	Yes
Override SMS	No ¹	No ¹	Yes
Override Facebook	No ¹	No ¹	Yes

1 = Provider does not support this feature
2 = Provider supports feature but not yet implemented



Social Media Platforms

Vendor Name	Connector Type	Description	Version Supported
Facebook	Channels > Social	The Facebook channel allows a user to post messages to a page via the broadcast activity. It will only post to pages that are associated to the user credentials configured in the channel. Events associated with the post, such as number of likes, are sent back to RPI and available to report on.	N/A
Facebook Marketing	Channels > Social	The Facebook Marketing channel allows a user to create and manage Facebook Ads, including campaigns, ads sets, and creatives. Ad analytics are sent back to RPI and available to report on.	N/A
LinkedIn	Channels > Social	The LinkedIn channel allows a user to push content to a LinkedIn account, via the broadcast activity. The message is shared with all LinkedIn members, or just connections, as per the offer's configuration.	N/A
Twitter	Channels > Social	The Twitter channel allows a user to push content to a Twitter account, via the broadcast activity. This channel can also be used as a home page widget to display specific twitter feeds.	N/A
Twitter Direct	Channels > Social	The Twitter Direct channel allows a user to push content to a specific set of twitter user ids. Note that recipients of Twitter Direct messages must be followers of the account with which the channel has been configured.	N/A
Youtube	Channels > Social	The Youtube channel allows a user to push content to a Youtube account, via the broadcast activity. Metrics such as number of Likes, Dislikes, Shares, etc are sent back to RPI and available to report on.	N/A



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
Microsoft Dynamics	Channels > CRM	<p>The Microsoft Dynamics connector will allow users to push Leads and Contacts to new and existing campaigns within the Microsoft Dynamics platform (supports online and on-premise deployments). Data attributes can also be synced between the RPI primary data warehouse and 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, Qualified, Successes, Open, Disqualified, Errors</p>	Online, On Premise (2013, 2015, and 2016)



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
LiveRamp	Channels > Data Onboarding	<p>The LiveRamp connector allows users to generate pre-defined and custom data files and uploads it to the DMP platform via SFTP, and for distribution to third-party data platforms.</p> <p>The connector was enhanced to work with their Distribution API, which allows RPI users to onboard and distribute audience data directly to LiveRamp's destination partners, without the need to log into the LiveRamp interface.</p>	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
Twitter Tailored Audiences	Channels > Data Onboarding	The Twitter Tailored Audiences connector allows users to generate customer list files and push the data to the Twitter Ads platform for targeting the matched users within campaigns. The data can be generated as either a new audience list or appended/deleted within an existing list.	N/A
Yahoo! Japan	Channels > Data Onboarding	The Yahoo channel is a data connector that allows users to onboard custom audiences to Yahoo Japan's display network.	N/A



External Content Providers

Feature	Amazon Web Services S3	AzureStorage	Concrete5	Drupal	FTP / SFTP	GoogleDrive	Magento	OneDrive	Razuna	SFMCPortfolio	Sharepoint	Umbraco	WebDAM	WebDAV	Box	Google Cloud Storage	SharePoint Online	Cloudinary	Contentful
Use ECP-hosted image when inserting link	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Hosting of Text assets	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Hosting of HTML assets	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No
Hosting of Image assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Hosting of Smart assets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Hosting of Table assets	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Hosting of File assets	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Hosting of Audio files (If Public, rendered as hyperlink)	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Hosting of Video files (If Public, rendered as hyperlink)	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	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	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Following available at File Information Dialog - Details tab: Thumbnail URL	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No	No	Yes	No	Yes
Information available at File Information Dialog - Details tab when hosted file Not Public	No	No	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	No	Yes	No	No



Feature	Amazon Web Services S3	AzureStorage	Concrete5	Drupal	FTP / SFTP	GoogleDrive	Magento	OneDrive	Razuna	SFMCPortfolio	Sharepoint	Umbraco	WebDAM	WebDAV	Box	Google Cloud Storage	SharePoint Online	Cloudinary	Contentful
Following available at File Information Dialog - Details tab when hosted file Public	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Following available at File Information Dialog - Details tab: Created/Modified by	No	No	No	No	No	No	No	No	No	No	Yes	No	No	No	No	No	Yes	No	Yes
Metadata name/value pairs available at File Information Dialog - Details tab	Yes	Yes	No	No	No	Yes	No	No	Yes	No	No	Yes	Yes	No	Yes	Yes	No	Yes	No
Metadata tab available at File Information Dialog	Yes	Yes	No	No	No	Yes	No	No	Yes	No	No	Yes	Yes	No	Yes	Yes	No	Yes	No
Ability to add/remove/save changes to External Metadata available at File Information Dialog	Yes	Yes	No	No	No	Yes	No	No	No	No	No	No	No	No	Yes	Yes	No	Yes	No
Usage tab available at File Information Dialog	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Ability to create new ECP root and subfolder at File System Dialog	Yes	No	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Ability to upload to ECP root and subfolder at File System Dialog	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Ability to delete ECP subfolder at File System Dialog	Yes	No	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Following columns displayed at list at ECP root and subfolder at File System Dialog: Name, Type, Version, Date Modified, Date	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes



Feature	Amazon Web Services S3	AzureStorage	Concrete5	Drupal	FTP / SFTP	GoogleDrive	Magento	OneDrive	Razuna	SFMCPortfolio	Sharepoint	Umbraco	WebDAM	WebDAV	Box	Google Cloud Storage	SharePoint Online	Cloudinary	Contentful
Following columns displayed for ECP file at File System Dialog: Name, Type, Version, Date Modified	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to View Information for ECP file at File System Dialog	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to copy ECP file to folder from File System Dialog	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to download ECP file from File System Dialog	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	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	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
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	No	No	No	No	No	No	Yes	No	No	No	No	No	Yes	No	Yes
Information available at File System Dialog - Information Panel when hosted file Public	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Information available at File System Dialog - Information Panel when hosted file Not Public	No	No	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No	No	Yes	No	No



Feature	Amazon Web Services S3	AzureStorage	Concrete5	Drupal	FTP / SFTP	GoogleDrive	Magento	OneDrive	Razuna	SFMCPortfolio	Sharepoint	Umbraco	WebDAM	WebDAV	Box	Google Cloud Storage	SharePoint Online	Cloudinary	Contentful
Ability to view metadata name/value pairs for ECP files at File System Dialog - Information Panel	Yes	Yes	No	No	No	Yes	No	No	Yes	No	No	Yes	Yes	No	Yes	Yes	No	Yes	No
Ability to use as a Web Publish Site	Yes	Yes	No	No	Yes	No	No	No	Yes	No	Yes	No	No	Yes	No	No	No	Yes	No
Ability to use as a Default file export location	Yes	Yes	No	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ability to use as External folder at email service provider	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes



Cache Providers

Vendor Name	Connector Type	Description	Version Supported
Amazon ElastiCache (via Memcached)	Cache	Amazon ElastiCache is a fully managed and highly scalable in-memory data store.	N/A
Amazon MemoryDB for Redis	Cache	Amazon MemoryDB is a fully managed in-memory provider, utilizing the Redis framework.	N/A
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
Couchbase*	Cache	Open-source, distributed multi-model NoSQL document-oriented database	Enterprise v6.0
Memcached	Cache	Memcached is an open-source, in-memory data store and managed on-premise.	N/A
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
SAP HANA	Cache	SAP HANA is a highly-performant in-memory data store and managed on-premise.	v1.00.97.03

* High-performant database platforms, such as Cassandra, Couchbase, and MongoDB, 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
Amazon Simple Queue Service (SQS)	Queue Provider	Amazon's Simple Queue Service is a distributed and highly scalable fully-managed message queuing service.	N/A	Yes	Yes	Yes
Apache ActiveMQ	Queue Provider	Apache ActiveMQ is an open-source message queue service written in Java and managed on-premise.	v5.13.0, v5.14.1	Yes	Yes	No
Apache Kafka	Queue Provider	Apache Kafka is an open-source distributed event streaming platform	N/A	Yes	Yes	No
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
Microsoft Message Queuing (MSMQ)	Queue Provider	As the default message queue for RPI, Microsoft's Message Queue (MSMQ) is included in all Windows Server OS deployments.	.NET 4.0	No	Yes	No
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
Bitly	Web Adapter	Bitly adapters can be associated with a Twitter, Facebook or LinkedIn channel, and allow URLs contained in posted content to be shortened using a Bitly shortening service account. They can also be used to invoke the manual shortening of URLs at Twitter offer content.	v3 (API)
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)
Kissmetrics	Web Adapter	Kissmetrics adapters are similar to Google Analytics adapters, in that they allow users to collate metrics based on website visitors' behaviors. However, this collation is carried out by the Kissmetrics external provider, rather than by Google.	v1 (API)
Matomo	Web Adapter	Matomo adapters, when associated with Landing pages, add script to the pages that allows users to track behaviors by visitors to a website. Such visitors may be anonymous or be directed to the site via a Redpoint Interaction marketing message.	N/A
Rebrandly	Web Adapter	The Rebrandly adapter is similar to the Bitly adapter in that it allows users to shorten links within content associated with the Twilio, Facebook Marketing, and LinkedIn channels.	V1 (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
SurveyMonkey	Channels > Web	The SurveyMonkey 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 SurveyMonkey survey, and optionally transfer survey and respondent detail back into the data warehouse.	V3 API



Miscellaneous Web Providers

Vendor Name	Connector Type	Description	Version Supported
Reddit	Channels > Web	The Reddit connector will allow users to embed sharing capabilities within email offers and landing pages.	N/A
RSS (Feedpress)	Channels > Web	The RSS connector is powered by Feedpress and will allow users to create and load RSS documents within offers and broadcast channels. Additionally, it will monitor subscriber and readers counts store those metrics within the application.	N/A
Accuweather	Widget	Accuweather is a leading provider of weather forecasting. This connector powers the Weather widget, which is available to users on the RPI Home Page. Users can choose the location and degrees type (Celsius vs Fahrenheit).	N/A
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