



## **Bridgetree Introduces New Customer Engagement Solution, LIFT**

*Offering Enables Multichannel Data Management with Extensive Solution Support*

**Fort Mill, SC, May 22 2019** – Bridgetree, a leading data-driven marketing services company, announced the market launch of its newest customer engagement solution, LIFT. With almost 25 years' experience solving unique business challenges and driving profitable sales for its clients, the company is looking to further integrate client data and implement best-of-breed solutions to drive personalization.

LIFT is built to accommodate increasing volumes of structured and unstructured data, apply intelligence and seamlessly deliver real-time personalized, multichannel campaigns. Serving as the engine behind Bridgetree's LIFT is RedPoint Global's [Customer Data Platform™](#) and [Customer Engagement Hub™](#). The product enables marketers to quickly reach consumers and see the impact of personalized, data-driven marketing in real-time.

“The highly configurable, open garden nature of RedPoint's solution – from data ingestion and integration to campaign design - was a key factor in forming the partnership,” says Sanjay Mamani, Bridgetree's VP of Strategic Technology. “We believe our newest offering, LIFT, is the most complete consumer marketing solution available on the market today. Working with RedPoint we can stay ahead of the curve as new channels and marketing opportunities emerge.”

“Bridgetree has deep experience in offering marketing solutions and services to a broad variety of industries, from retail to insurance and consumer services,” said Patrick Tripp, VP of Product Strategy at RedPoint Global. “We are excited to power Bridgetree's solutions with RedPoint's data-driven technology to help deliver greater personalization, enhanced data access, granular segmentation and innovation in customer journeys.”

Bridgetree clients benefit with a quick-to-market customer engagement solution available without significant capital expenditure, all supported by Bridgetree's data and delivery teams.

Bridgetree will be providing LIFT demonstrations at this year's CRMC conference in Chicago, June 5-7. For more information, visit [www.bridgetree.com/LIFT](http://www.bridgetree.com/LIFT) or text BRIDGE to 38470.

### **About Bridgetree**

Bridgetree enables impactful and profitable consumer marketing at scale through proven data, insights, technology and campaign solutions. We help our clients establish robust data infrastructures, harness analytics to identify new opportunities, and engage with new and existing customers across any channel. We are outcome-oriented, we emphasize speed and value, we test before we scale, we measure everything, and we take pride in working on our clients' terms. Most importantly, we deliver results. Simply put: we make marketing work better. For more information visit [www.bridgetree.com](http://www.bridgetree.com)

## **About RedPoint Global**

RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next-best-actions in real-time and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement. For more information, visit [www.redpointglobal.com](http://www.redpointglobal.com) or email [contact.us@redpointglobal.com](mailto:contact.us@redpointglobal.com).

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