



Case Study

Large, High-Value Content Project Moves Quickly from Onboarding to Final Copy

The Client

Treasure Data provides an award-winning suite of customer data platform solutions that simplifies customer data management to help brands improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences.

“Because of Redpoint’s expertise in our field, they were able to understand our briefs and bring an additional perspective. The accuracy and quality of the copy we received from Redpoint enabled us to produce quality results quickly and effectively.”



Amy Onorato
Senior Content
Marketing Manager

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Challenge

Treasure Data's marketing team wanted to create a set of robust use case guides for their industry verticals that would capture all the different ways Customer Data Cloud can be used. It was a high-value project, but as a small marketing team, they didn't have the bandwidth to create such in-depth use case guides across several different verticals at the speed they wanted. They needed someone with strong subject matter expertise in the customer data platform (CDP) space and equally strong storytelling capabilities to capture the value of their platform in a way that was engaging and tailored to their audience.

“This project is intended to be a resource for our audience to understand all the ways Customer Data Cloud can help them achieve their goals and drive ROI. We wanted to be able to empower our clients, and our prospective buyers, with these guides to help them make the best business decisions for their organization and discover the art of the possible with a CDP.”

Amy Onorato

Senior Content Marketing Manager

Solution

Treasure Data partnered with Redpoint because they already had experience within the CDP space and clearly understood the technology. This made it very simple and quick to onboard Redpoint and kick off the project.

It was a highly collaborative process, where Redpoint shared its perspective on different angles that would help the content be more valuable to the audience. Redpoint was also extremely responsive, provided transparency around deadlines, and made the marketing team's job easier by delivering high-quality content.

“When Redpoint came onboard, we were able to kick off very quickly because they had a background of writing in our space and understood the technology we sell.”

Results

- Seamless onboarding due to product and industry expertise
 - Fast turnaround times without compromising quality
 - Responsive and collaborative throughout the process
 - Contributed ideas that helped improve the content
 - Minimal editing
 - 100% on-time delivery
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