RADIUS

Radius Customer Exchange [RCX] Beta

Instant audience visibility. Simplified collaboration. Ready to scale.

Co-marketing should be a win-win, but when each partner's data is a black box, executing effective campaigns is nearly impossible. Radius Customer Exchange (RCX) empowers B2B co-marketers, both cross-brand and cross-company, with rich, actionable insights that unlock the partnership's true potential.

RCX lets you cut through the data integration headache and get instant visibility into shared customers, new market opportunities and your co-marketing's impact. Made possible by the Radius Business Graph℠ — with its comprehensive, dynamic data on over 20 million U.S. businesses – RCX provides clear sightlines and data-rich prospect profiles that help you and your partner quickly pinpoint and engage your best joint prospects. By adding insight, security and ease to the co-marketing process, it's everything you need to scale up, accelerate and drive revenue with strategic partners like never before.

Co-marketing with Complementary Brands

Get audience visibility while keeping data secure

RCX lets partners instantly visualize their account overlap and new opportunities in target markets, and then measure campaign performance on the go. By leveraging data from the Business Graph, RCX eliminates the need to share and integrate data with partners. Plus, by accessing the most robust B2B dataset, you gain deeper insights that surface new prospects and grow your partnership's qualified reach.

Simplify and accelerate co-marketing

RCX streamlines the co-marketing processes so that partners can rapidly develop, deploy, track and refine campaigns. Don't be sidelined making sense of data and delayed by complex workflows. By bypassing the entire data integration process, cut the time from setup to engaging with your best prospects to days.

Co-marketing within Enterprise

Coordinate siloed divisions

Valuable customer data often lives in siloed CRM systems. Realize upside within your organization by identifying existing cross-sell and co-marketing opportunities. Effortlessly consolidate customer views across multiple CRMs to uncover shared and complementary accounts. Then pool and optimize resources to create coordinated customer-centric campaigns and drive down customer acquisition costs.

Shortcut integration post acquisition

CRM integration can take years, but, with RCX, insights don't have to wait. Realize acquisition synergies and prove the acquisition's value immediately. Uncover shared and complementary accounts, identify cross-sell opportunities with existing customers and be go-to-market ready with actionable insights within days.

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How It Works

Setup
Both partners authorize their accounts to be linked within Radius and set partner permissions and program goals.

Identify
The partners define their target audience segment. Radius then instantly maps out shared customers and prospects, both partners' market share, and the total market opportunity.

Explore
The partners explore their market opportunity and select which prospects within the segment to target, leveraging the Radius Business Graph℠ to find net-new leads or identify existing accounts within the segment.

Execute
The partners choose which new prospects and existing accounts to deploy into their CRMs, marketing automation systems, or digital advertising platforms. The companies can then execute their co-marketing campaign.

Measure
Radius tracks conversions for each company so the companies can assess the effectiveness of their co-campaigns.

The RCX Advantage

Powerful
Gain unparalleled visibility across the full co-marketing experience — from shared audiences to new opportunities to engagement and results. With rich insights, sophisticated segmentation and rapid deployment and refinement, RCX gives you the control to unlock the revenue-driving potential of your partner collaboration.

Accelerated
Get up and running in a matter of days on an intuitive system built to scale. Shortcut the integration process and simplify co-marketing workflows through a centralized platform that enables you to move quickly from insight to execution. Free up your time so that you can focus where it matters: effective strategy, execution and ROI.

Secure
Never worry about compliance and data privacy. RCX is the most secure way to co-market because it eliminates the need to share data between partners and employ 3rd party intermediaries to integrate data. Leap past security concerns and get insights from the Business Graph that will drive your co-marketing campaigns.

To learn more about RCX and be considered for the RCX beta program, contact your sales representative.