



Where marketing meets automation

Where your search for a realtime
conversation marketing cloud ends

Overview

Resulticks is a truly integrated next generation marketing automation system built by marketers for marketers. For brands and agencies alike, Resulticks equips and enables the delivery of consistent, compelling, highly personalized communication across every channel throughout the entire customer lifecycle from awareness to engagement to conversion to brand loyalty.

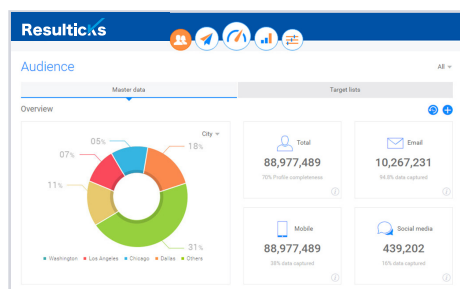
Specification

Type	Multi-tenant cloud based platform
Version	Resulticks 3.9x
Technology	Frontend: Bootstrap framework with Kendo UI components Middleware: Microsoft technology stack .NET framework 4.5x Backend: SQL / NoSQL, Hadoop ecosystem
Deployment option	Fully cloud (Cloud based) Hybrid (On-premise & Cloud based)
Security compliance	SOC 1 and SOC 2 certified, SSAE 16/ISAE 3402 attested, biometric protected data centers

Key benefits

- Boost in sales, contributing to the organization's revenue
- Optimal marketing spend mix, with clarity on which digital channels are most productive
- Performance history, providing a long tail view of how campaigns have performed comparatively in the past
- Industry benchmarks and insights, allowing for fine-tuning campaigns for better results
- 360° customer view, highlighting channel propensity and behavior across the consumer lifecycle
- Sentiment analysis, determining customers' perception of the brand or product

Major modules

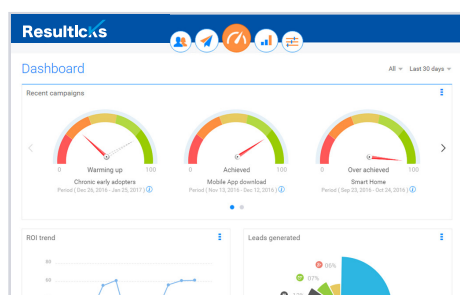
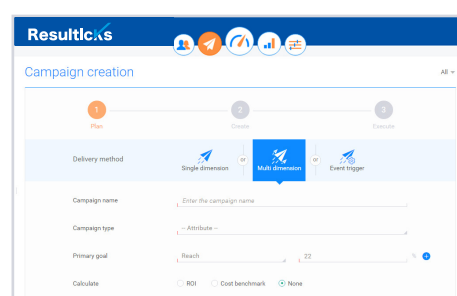


Audience

An easy access to complete customer data summary and features like audience segmentation, recipient list management, persona creation, smart list creation and many more.

Campaign

A module that enables a brand to automate and expedite its every marketing effort. It lets to plan, develop and deploy campaigns across all digital channels with extraordinary ease and speed.

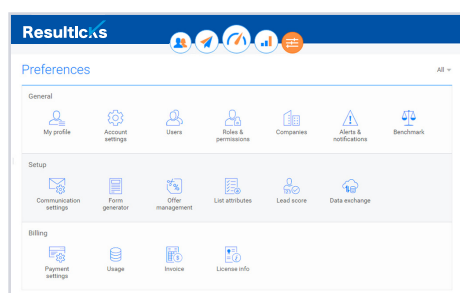
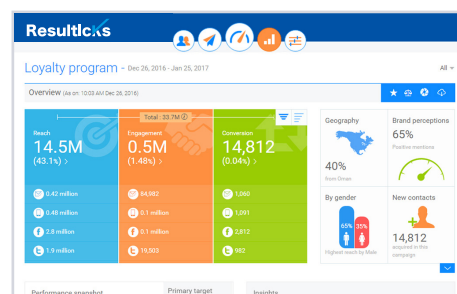


Dashboard

A quick snapshot of all the active campaigns and their performance highlighting the metrics that matter the most.

Analytics

A window that facilitates the detailed reports and analytics of all the campaigns run through the platform. The reports cover the complete story in relevant & actionable terms and provide insights across multiple benchmarks.



Preferences

The module that provides the option to customize settings based on users' requirement. It includes critical features like benchmark update, custom alerts & notifications and lead scoring.

Features

Account setup

Account option	Offers option to setup account as a digital marketing agency (to handle multiple brands) or an individual brand itself.
Multi-business license	Provides option for enterprises to setup & administer multiple business units under single license with their respective data well segregated and secured.
Multi-user administration	Allows managing the platform by assigning multiple users with defined roles & responsibilities and limited data access.

Preferences

Data source integration	Offers seamless integration with multiple data sources, marketing tools & e-commerce engine to pull in customer data & provide a single view of customers.
Lead scoring	Allows customizing criteria for scoring leads based on profile data, persona type, purchase pattern, campaign response & audience laddering.
Offer management	Provides a complete offer library to manage all the offers & tag them with the relevant individual campaigns.
Form generator	Avails option to create subscription forms with progressive profiling features and generate code to apply in existing digital assets.

Recipients

List import	Offers multiple option to import recipient list from external sources through Manual input, FTP, CSV, XML and/or Remote Data Source (MY SQL/MS SQL)
Data cleansing	Automated data scrubbing & cleansing to exclude DND umbers, unsubscribed email ids.
Advanced segmentation	Enables to segment audience based on attributes filters/custom filters using demographics, psychographics, behavior, transactions, and campaign interactions data.
Smart list	Enables to create custom segments out of existing recipient lists

Campaigns

Campaign management	Omnichannel campaign management covering channels namely Email, Mobile SMS, Mobile app, Social media, Paid media channels, Web notification and QR codes. Provides option for A/B testing, control & target group segregation, approval requests etc.
Campaign authoring canvas	Easy-to-use canvas for flexible campaign configuration, across channels, based on various responses and customer actions. Brings together four critical campaign dimensions – channels, triggers, behavior and time.

Event trigger	Enables scheduling automated communication based on fulfillment of pre-defined business rules and/or fulfillment of certain conditions.
ORM	Listens to social comments & analyses to understand customers' sentiments towards the brand. Provides an option to set up automated real time responses triggered based on sentiments.
Campaign gallery	Provides access to a gallery full of easy-to-use, pre-designed templates with key defined attributes for flexible campaign configuration
Campaign planner	Gives a concise view of the marketing calendar showcasing all the campaigns planned for the month & year to help in planning next campaigns accordingly
Smart URL	URL to measure individual customer's reach, engagement and conversion of digital marketing campaigns across owned, earned and paid media channels, as well as multiple digital devices to provide the complete customer journey.

Reports

Dashboard	Provides a single view to up-to-date performance results for all active campaigns and highlights the performance metrics that matters most like ROI trends, top performing campaigns, top performing channels etc.
Campaign analytics	Provides consolidated view of a campaign's performance across channels with the most important metrics, insights and actionable recommendations. Ability to track complete user interaction to ascertain most effective paths to reach, engagement, and conversion.
User analytics 360	Customer's information turned into insight for strategy creation and individualized targeting. Enables a summary of each individual's interactions, lifetime value, and size of social network.
Benchmarking	Delivers deep insights based on real-world performance in order to improve results continuously with advanced benchmarking against industry best practices and internal goals. Option for setting Golden campaign to match the internal best campaign performance.

Named to the

2017 Magic Quadrant for Multichannel Campaign Management

Gartner