

# Resulticks✓



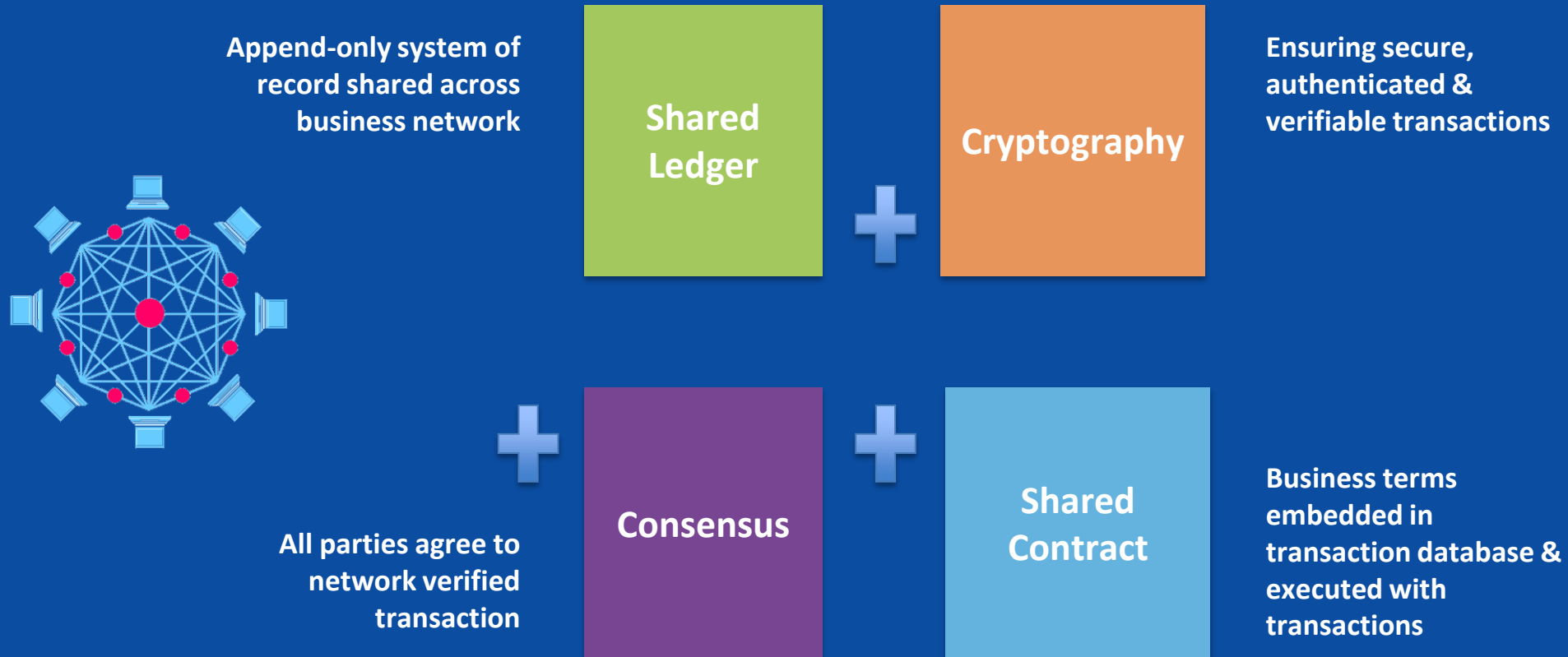
## Resulticks

AI, Blockchain & Brand Relevance: The Future is Now



**Time to Take  
A Big Leap Forward –  
Blockchain and  
Ecosystem Data.**

### What *Is the Blockchain?*





Transition from cost centers to growth engines through contextual customer engagement.

### why *we need it*



No single source of truth on audiences, at any given moment for a brand.

### where *It can be applied*

- ✓ Audience targeting
- ✓ Fraud verification
- ✓ Ad transparency
- ✓ Publisher accountability
- ✓ Transaction tracking
- ✓ Audience data privacy

### how *It can help*



*Audience*

- Managing profile permissions



*Brand*

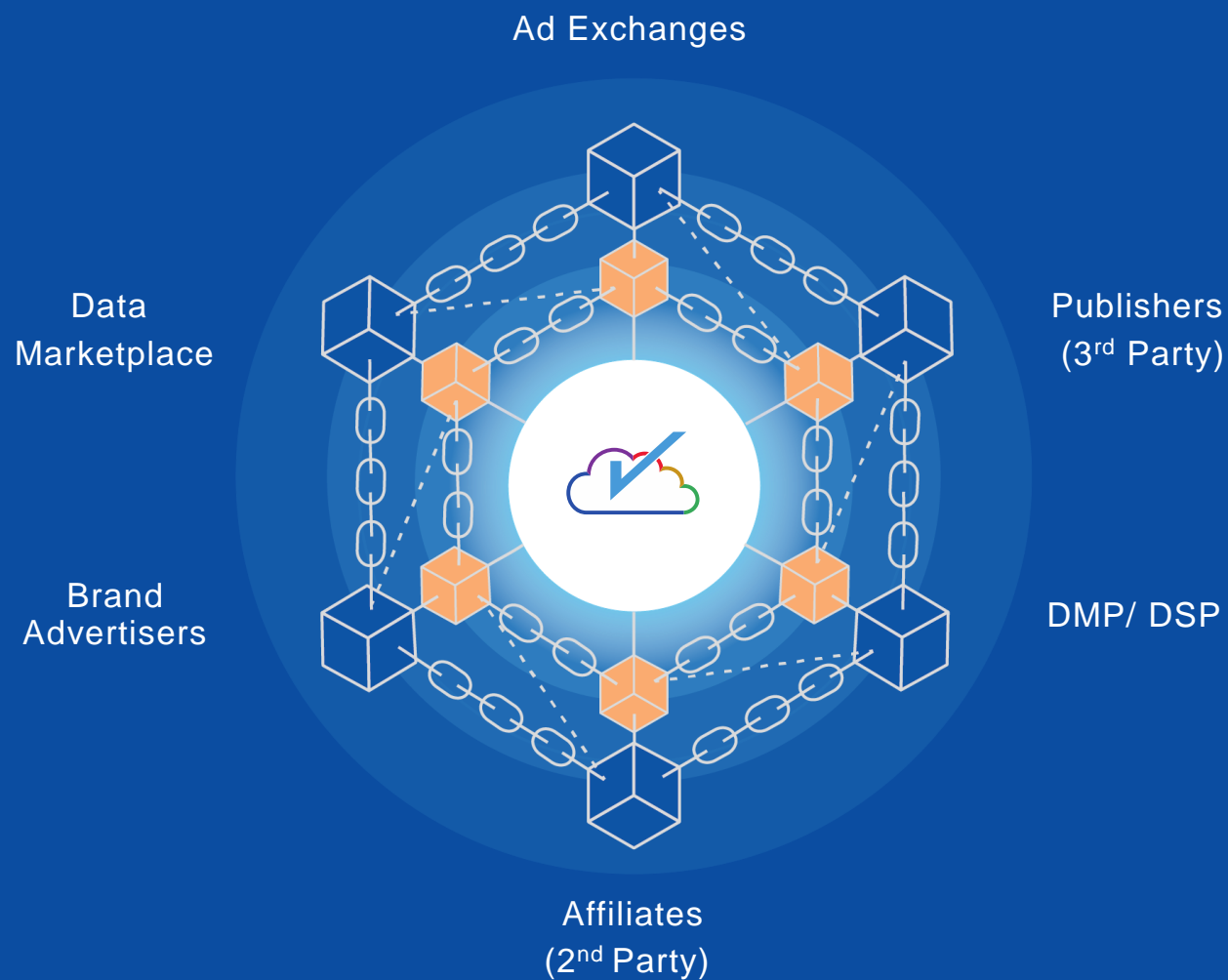
- Data quality and authenticity



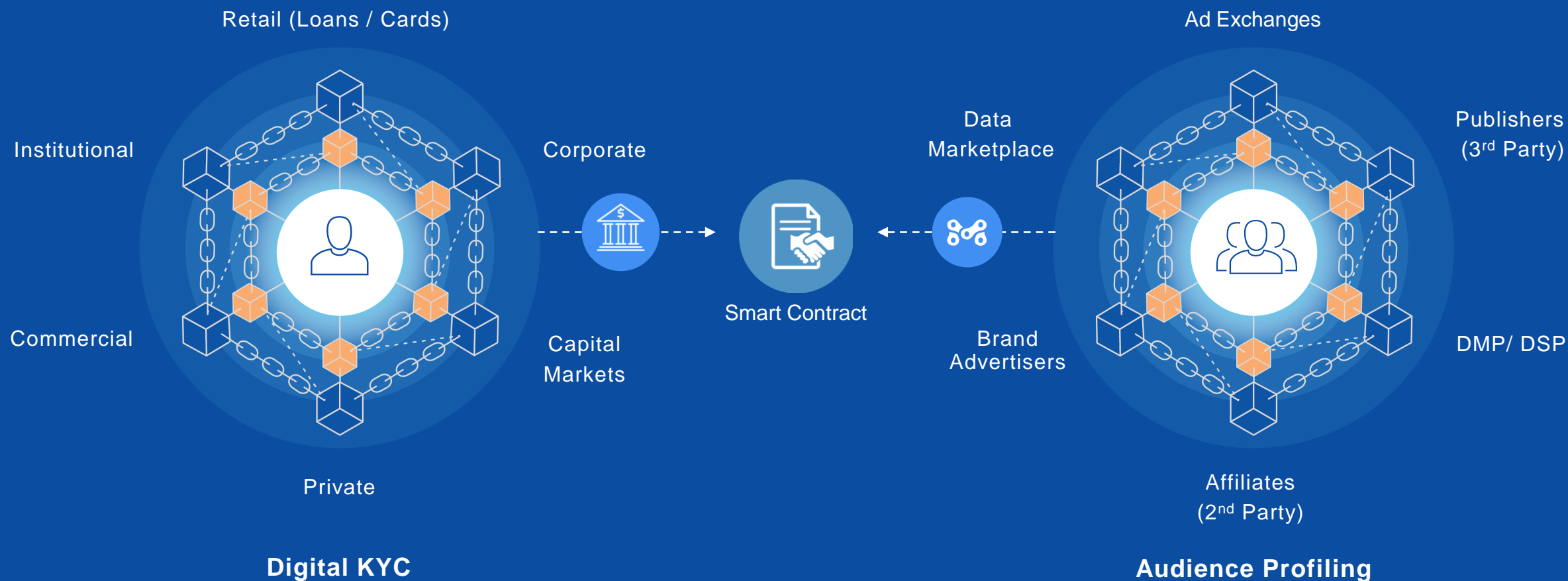
*Ecosystem*

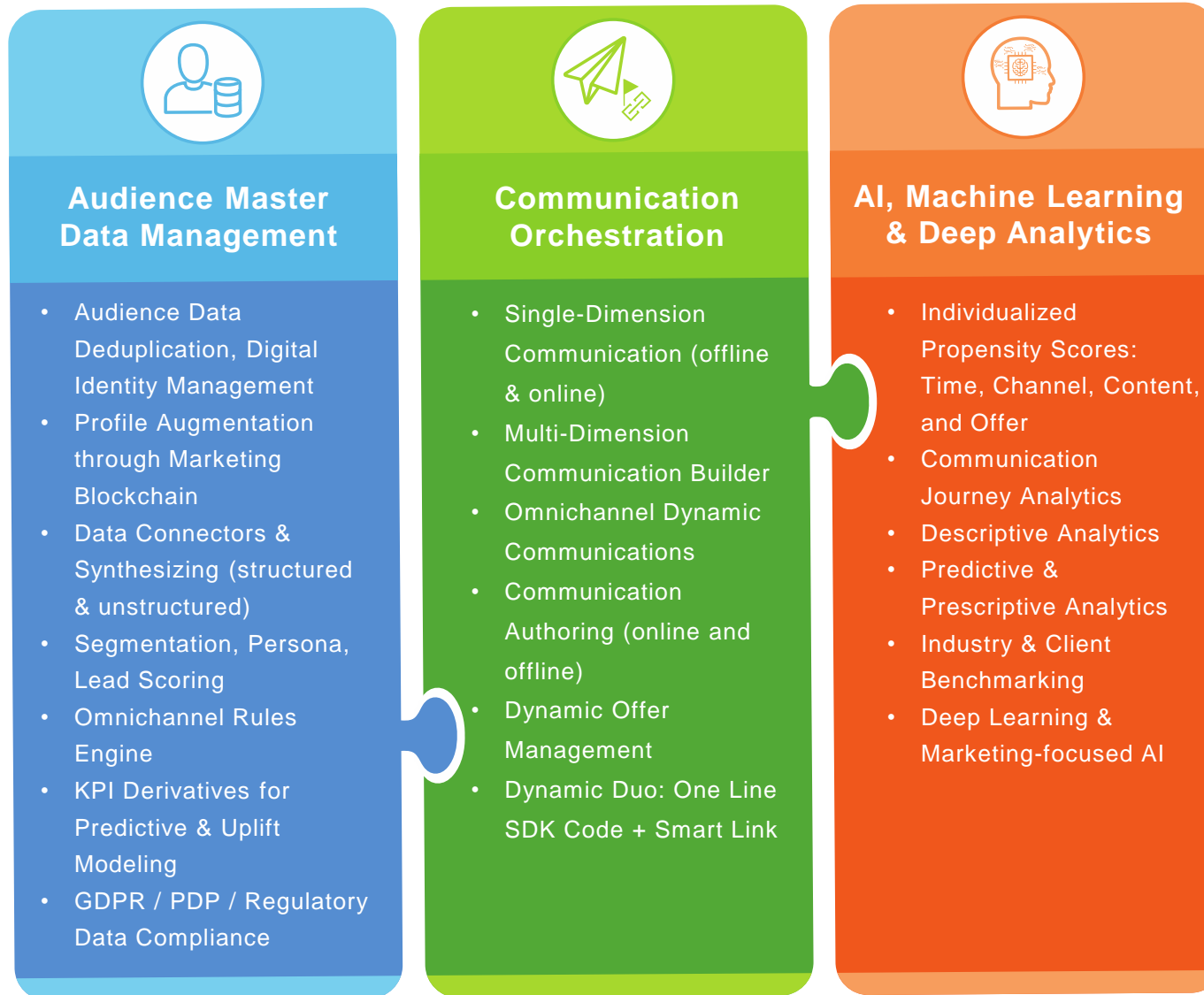
- Seamless coordination

Revolutionizing How Brands Leverage Marketing Data for Competitive Advantage.



### A Permission-Based Blockchain: Banking and Financial Services Example.





# Thank You

For more information, visit

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## Resulticks mCloud

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