RESULTICKS

Multilevel account hierarchy
Creating value across your entire enterprise

Pyramid levels from top to bottom:
- GHQ
- Regional HQ
- Local subsidiary
- LOB/Business unit
- Product categories
- Sub-categories
- Last-mile associates/LMA

The only enterprise-wide solution

Resulticks' unique multilevel account hierarchy capability enables large enterprises to maximize the value of omnichannel marketing by delivering a single, unified view of performance metrics across the entire enterprise—every subsidiary, business unit, regional branch, and partner.

By creating a customized account hierarchy that matches your enterprise's organizational framework, Resulticks empowers decision makers to direct and coordinate customer-centric engagement strategies seamlessly across all businesses and brands with a fully integrated array of marketing automation capabilities.

Leverage size for success

Analytics:

Declutter tech stacks at an enterprise-wide level by supporting multiple business units in a single platform instance.

Access:

Accommodate diverse business types throughout the hierarchy—B2B, B2C, B2B2C, and B2B2B.

Synergy:

Integrate, dedupe, and activate data from different business units in real time to deliver individual, organization-wide customer views.

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How it can work for you

The opportunities created by leveraging data at the enterprise level are boundless—roll up analytics for deeper customer insights, share information down the enterprise to guide targeted growth, find new opportunities for cross-selling and upselling, increase marketing efficiency and ROI by scaling technology resources, and so much more. Resulticks does all that while ensuring complete data security and protection of personal information.

Imagine how Resulticks' multilevel account hierarchy can revolutionize marketing performance at the enterprise level.

As a unifying solution, Resulticks can support all your business entities in a single solution instance. Declutter the tech stacks across your organization. Stop juggling multiple multichannel marketing tools. Eliminate inconsistencies between brands, subsidiaries, and other entities.

B2B, B2C, B2B2B, and B2B2C, whatever the business type, Resulticks will fit your unique organizational hierarchy. What's more, every unit within your extended enterprise can access the platform's array of transformative omnichannel engagement capabilities.

With its metadata layers, Resulticks integrates data from all your business units in real time. By creating a singular view of each customer, you can unlock individualized cross-selling and upselling opportunities across business units—automatically, at scale, and without compromising privacy.

Resulticks enriches your enterprise database with a constant stream of information collated from subsidiaries at other hierarchical levels. For example, marketing efforts undertaken by an Asian headquarters can be optimized with behavioral data captured by national subsidiaries in the region, or even globally.

Resulticks makes sharing analytics with those in the enterprise to whom it matters most. "Roll up" analytics from lower hierarchical levels to get a unified view of marketing and audience insights. Drill down to reports on specific business units or "roll down" critical analytics—like new personas relevant to a subsidiary—to specific business units to guide their growth.

With a range of streamlined sharing and distribution options, Resulticks helps you disseminate campaign recipes, segmentation criteria, content templates, and creatives to the right subsidiaries or the entire organization. It also has an intuitive built-in approval workflow to help you review and approve campaigns in no time.

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We service a global conglomerate

The scale we support

RHQ

LOC1   LOC2

BU 1   BU 2

Brand 1   Brand 2

Sub brand 1   Sub brand
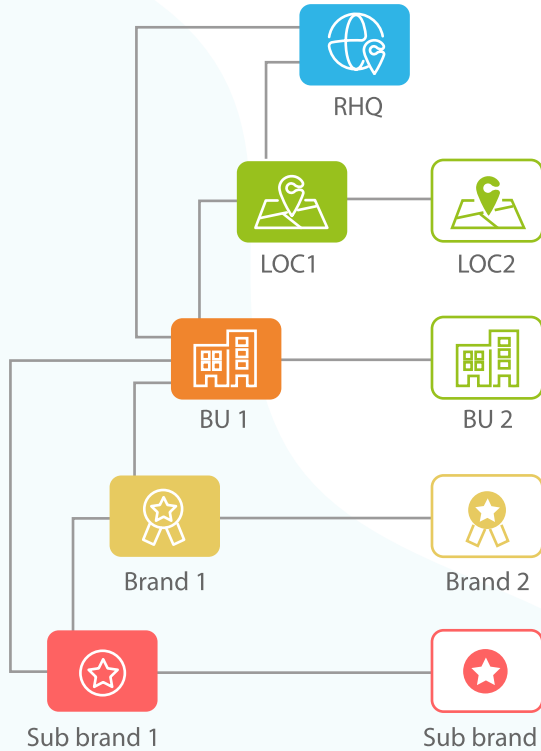
70
Business units

5
Account levels

The volumes we work with

1500+

data attributes per customer

600
Thousand+

golden records per business unit
million+ digital events per day

200
Million

communications across
channels per month

Learn what Resulticks can do for you brand.

REQUEST A MEETING