

A case study

## Success story of a leading bank in Asia



## Their goals



Acquire new credit card customers



Drive solution targeted at SMEs in the face of stiff competition



Drive registration for exclusive event

## The opportunities for top-line growth



Driving self-service channels



Increasing portfolio



Increasing value through optimizing ads spends

## Their challenges



Recognizing and tracking visits by unknown audiences



Tracking known visitors' digital behavior and other attributes to tailor retargeting communications



Significant time required for segmentation and campaign orchestration



Extended delay before marketing analytics are available

# How Resulticks' Smart Duo overcome them

## What is it?

The Smart Duo consists of the Smart Link, a universal, ready-to-embed individualized, deferred deep link that can be utilized in owned, earned, and paid media marketing and the one-line SDK, a proprietary one-line code that can be embedded across your digital properties. The Smart Link is unquid generated for each individual and interaction.

## Transforming marketing for anonymous, identified, and converted audiences



### Anonymous audience

- Generating unique passport IDs for unknown individuals to track their visits



### Identified audience

- Recognizing returning individuals and capturing their real-time behavior & other attributes to refine follow-up interactions through device fingerprinting and robust algorithms
- Delivering targeted reminder communications to bring leads back into the conversion journey

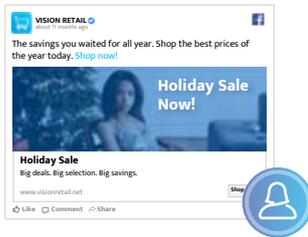


### Converted audience

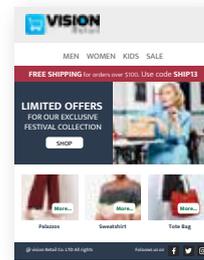
- Continuously augmenting customer profiles across interactions through progressive profiling
- Tracking entire customer journey to point of conversion
- Facilitating seamless omnichannel engagement across channels to keep audiences engaged and loyal

## Acquisition through social

### Anonymous visitor

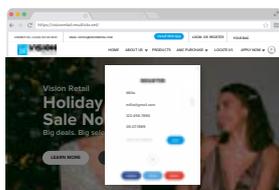


Millie sees a paid ad for Vision Retail's holiday sale on Facebook.



She's taken to a landing page to read the offer details.

Skipping Thanksgiving shopping? What offers would you be interested in for Christmas? [Let us know here.](#)



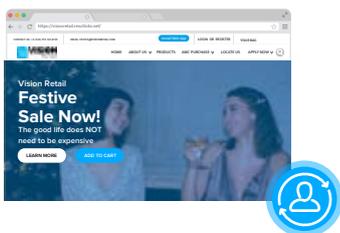
She immediately receives a notification inviting feedback, which she clicks to fill.



After a bit of browsing, she closes the tab to leave the site.

### Two days later

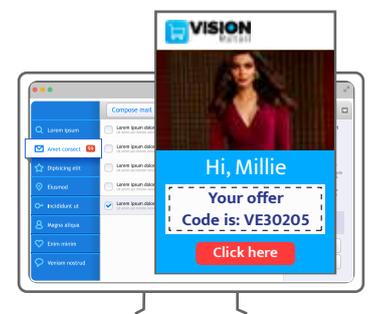
Welcome back! Changed your mind about the holiday offer? **Get another 5% off—just for YOU!**



Millie returns to the site and is identified as a returning visitor.



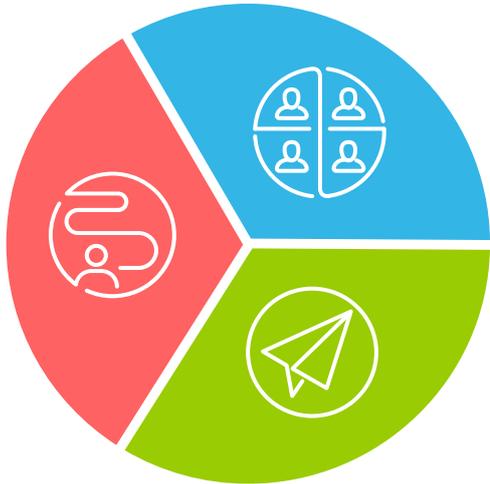
She receives a notification about a new offer code.



Millie clicks to receive the code and becomes a customer.

## Additional benefits

### Increased operational efficiency



- Intuitive interfaces for sophisticated segmentation and omnichannel campaign orchestration
- Campaign and channel-specific analytics available in **significantly less time**
- Automated next-best actions to optimize marketing outcomes of customer journeys

### Segmentation refined by insights

#1



Individual audience channel, time, content, and offer propensities uncovered by AI models to improve future communications, conversion rates, and marketing costs

#2



Look-alike targeting to identify relevant attributes based on defined target segment and thus maximize reach

## The Resulticks impact

Est. increase of  
**20% leads**  
by end of campaign

Increased engagement  
rate to  
**over 95%**



## About RESULTICKS

Resulticks is a real-time, big-data-driven marketing cloud solution built from the ground up by experts in marketing, technology, and business strategy to deliver topline growth. Outcomes-focused and enabled by the world's first customer data blockchain, Resulticks equips brands to make a transformational leap to true omnichannel engagement. With its AI-powered, customer-centric approach and attribution at the segment-of-one level, Resulticks is changing how brands worldwide reach, acquire, and retain satisfied customers.

For more information



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