

Is your organization omnichannel ready?



For many organizations, there's a gap between their desired state of omnichannel maturity and where they are right now. So, where do you stand?

	Basic	Initiated	Multichannel	Omnichannel
Data readiness	Poorly integrated systems and channels	Basic level of data consolidation across a number of systems, but requires extensive manual efforts	Basic data consolidation across select sources, but with a greater total number of systems or channels Ability to process structured data	Seamlessly integrated data sources with continuous synchronization Ability to process structured, semi-structured, and unstructured data
Omnichannel engagement capabilities	Ability to execute batch delivery of emails and SMS Use of QR codes to drive landing page traffic	Ability to deliver batch communications using email, SMS, mobile app, and social Ability to execute basic trigger interactions on each channel	Ability to deliver both batch and trigger communications using email, SMS, mobile app, and social as well as extended systems, web notifications, and beacons Ability to enable more sophisticated interactions via QR codes (e.g., payment, sign-up) and mobile apps (e.g., mini programs) Limited connections between interactions across channels	Ability to orchestrate complex omnichannel customer journeys with divergent paths Ability to contextualize interactions based on evolving audience behavior and profile in real time
Individualization	Basic segmentation based on frequency, recency, and location	Segmentation based on demographics and interests within the targeting parameters of social media platforms Segmentation based on recency, frequency, location, and basic demographics on other channels	Segmentation based on collections of attributes for each channel Ability to create and derive personas	Ability to optimize communications to individuals based on their derived propensities, persona(s), lead score, psychographic data, and interactions over time
Marketing analytics	Isolated, basic channel-level analytics	Detailed channel-level analytics on reach and engagement	Detailed channel-level and campaign analytics, but requires manual intervention and cannot be accessed in real time Ability to acquire single-touch attribution insights	Detailed omnichannel campaign analytics with channel-specific breakdowns Ability to acquire single and multi-touch attribution insights
Audience insights	Inconsistent audience insights without an understanding of the customer journey	Access to more than demographic audience insights without an understanding of the customer journey	Detailed audience insights limited to each channel and requiring extensive manual intervention for a unified view	A unified, real-time view of each customer and their journey with the brand

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