

## Audience scoring The Resulticks approach



It takes more than a single moment in time and considerable effort to evaluate an individual audience member's true value to your business. Doing it manually at scale is virtually impossible.

Whether you're a B2B or B2C marketer, Resulticks takes the worry and work out of effective lead scoring. By empowering you to configure, manage, and deploy multi-faceted audience assessment mechanisms automatically, Resulticks enables ROI-driven customer engagement at unprecedented scope and scale.

### What RESULTICKS provides



#### Multilayered, easily configurable

Effective lead scoring requires taking multiple factors into account. With Resulticks, you can easily map out five critical scoring criteria—persona, purchase pattern, profile data campaign, response, and audience laddering. Multiple adjustable sub-factors for each criterion enable true customization.



#### Built for both B2B and B2C

Resulticks offers the same flexible lead scoring capability to B2B and B2C marketers alike. A precisely tailored set of configurable criteria—industry, company, profile data, campaign response, and audience laddering—can address your specific B2B marketing challenges and needs.



#### Know their value, one by one

With Resulticks' audience analytics 360 report, you can monitor each audience member's lead score as it evolves in real time across interactions. Access a host of other segment-of-one insights to truly know the individual customer.



#### Ready to fuel better segmentation

Knowing a customer's value isn't enough to capture it. You have to make that insight actionable. Resulticks' intuitive segmentation interface lets you include lead scores as attributes to further refine target audiences and boost marketing impact.

Speed up your omnichannel marketing transformation with Resulticks. Experience the difference now.

[Request a meeting](#)



### About RESULTICKS

RESULTICKS is a real-time, big-data-driven marketing cloud/hybrid solution built from the ground up by experts in marketing, technology, and business strategy to deliver top-line 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.