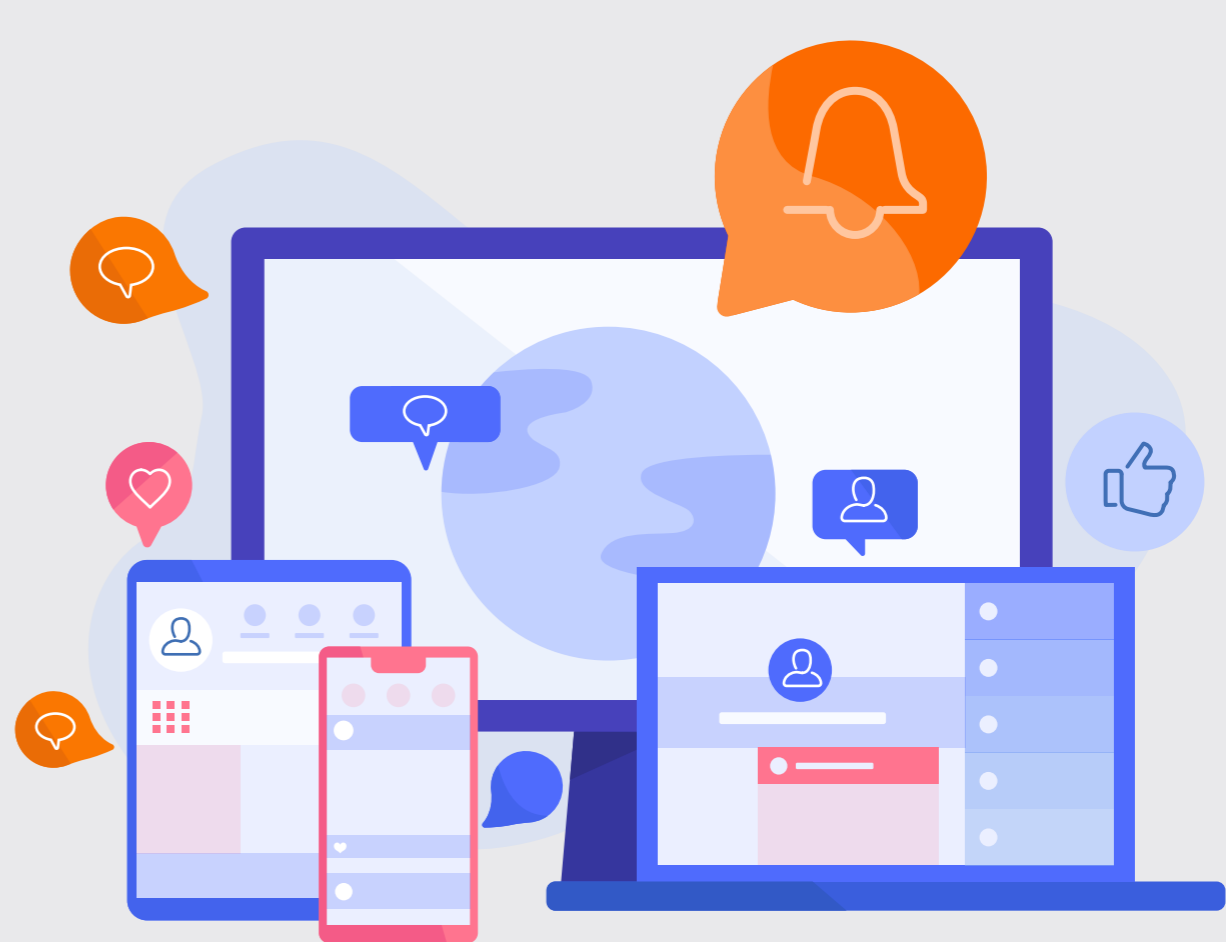


Today's tech-savvy customers don't respond well to one-dimensional experiences.

They use more digital devices more frequently than ever. They know how to navigate a complex array of channels on their brand journeys. They not only expect better digital experiences, they deserve them.

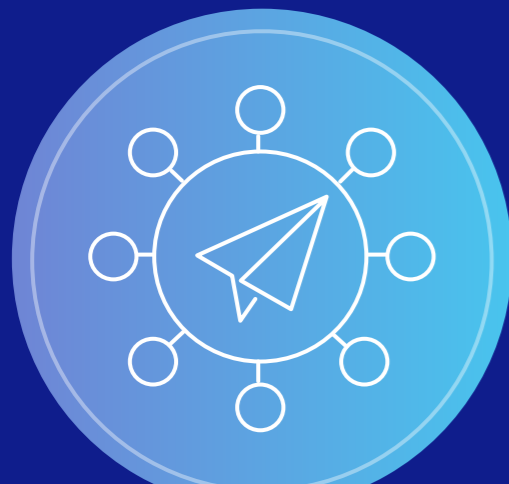
## 3 OUT OF 4

consumers use more than one channel to shop. The more channels they use, the more loyal they become.



Modern marketers know that future growth will come from multichannel or omnichannel marketing. Many struggle with which one to choose. Others don't understand the difference.

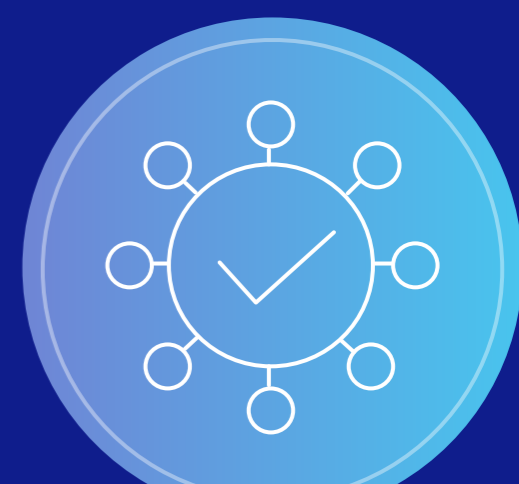
## What is multichannel marketing?



Marketers use multiple channels to communicate with audiences without necessarily unifying their journeys across multiple touch points.

## What is omnichannel marketing?

Omnichannel marketers focus on unifying data and technology across all touch points—regardless of channel—to deliver seamless customer engagement.



## Know the differences.

### Multichannel marketing

### Omnichannel marketing

Does not overcome the problems of data silos	Builds on a unified data and channel foundation
Tends to deliver inconsistent, inflexible interactions across the full range of touch points	Optimizes interactions for each customer across touch points and in real time
More oriented towards the brand and its strategy	Focuses on the individual customer
Can make data collection difficult and produce fragmented insights	Pairs seamless engagement with holistic marketing impact and audience insights

## Omnichannel marketing in practice



Learn what Resulticks can do for your brand.

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