RESULTICKS

OBSITECH
Intelligent Technologies

RESUL

Real-Time Audience Engagement Solution for Connected Experiences

Who We Are

RESUL is a real-time audience engagement solution that delivers top-line growth for brands through connected experiences. Outcomes-focused and enabled by its proprietary cookie-independent identity resolution technology, RESUL equips brands to make a transformational leap to true 360° customer engagement. With its AI-powered, audience-centric approach it is changing how brands worldwide reach, acquire, and retain satisfied customers.

RESUL combines a powerful CDP, omnichannel orchestration, advanced analytics, and next-best experience management in one intuitive interface. RESUL optimizes every interaction in real time based on past and ongoing communications to deliver individualized customer journeys that maximize top-line growth, all while ensuring regulatory compliance and security readiness.
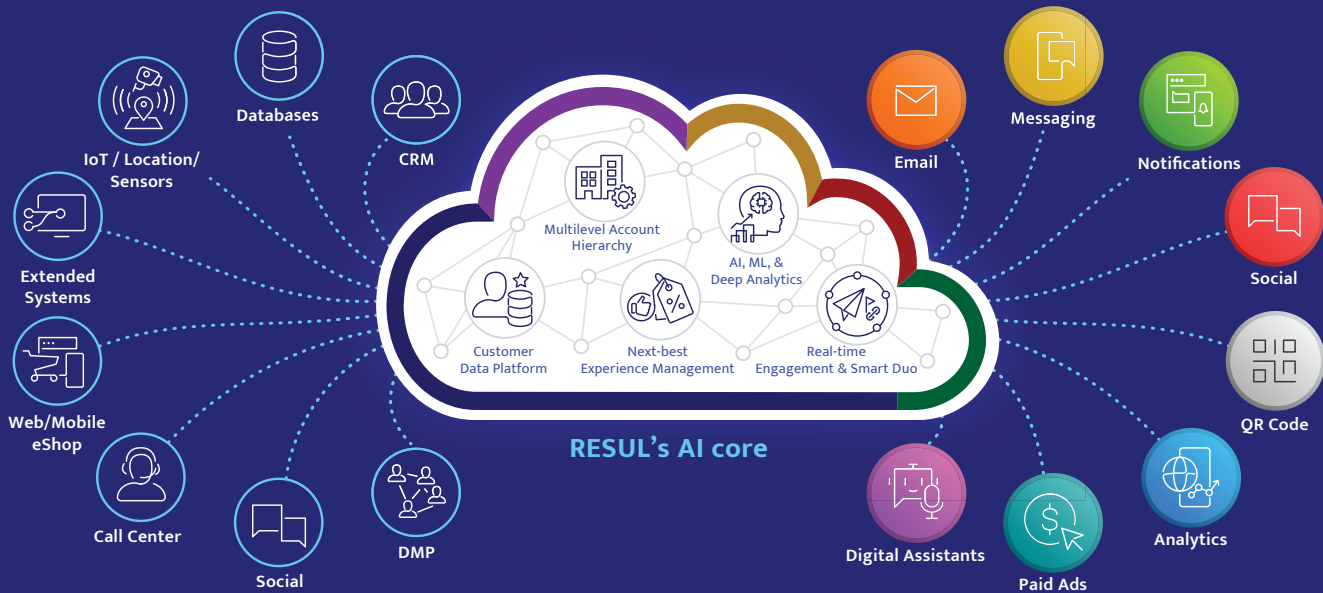
Powered by
AI and big data cloud

Global presence:

North America,
Southeast Asia, India

200+ customers

AI-Powered Audience Engagement for B2C/B and B2B2C/B businesses

"From Any Data Source to Any Touch Point"

RESUL's AI core

Multilevel Account Hierarchy · AI, ML, & Deep Analytics · Customer Data Platform · Next-best Experience Management · Real-time Engagement & Smart Duo

Data sources: IoT / Location/ Sensors · Databases · CRM · Extended Systems · Web/Mobile eShop · Call Center · Social · DMP

Touch points: Email · Messaging · Notifications · Social · QR Code · Analytics · Paid Ads · Digital Assistants

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Core Platform Pillars

Audience Data Platform

• In-built customer data platform (CDP) facilitates real-time individual customer insights
• Sophisticated segmentation
• Identity resolution across channels

AI and Deep Analytics

• In-depth audience, campaign, and channel-level campaign analytics

Multilevel Account Hierarchy

• Digital transformation enabled for diverse enterprises
• A unifying framework for managing and empowering multiple business units and sub-brands

Real-Time Engagement

• Omnichannel campaign orchestration
• Real-time interaction optimization
• Individualized customer journeys

Next-Best Experience Management

• Individually optimized interactions, offers, and content based on past behavior and real-time insights

Privacy and Security

• Hybrid deployment option to keep PII data on premises for extra privacy
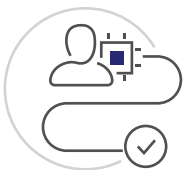• Multilayered protection for data, systems, and underlying infrastructure

RESUL effectively replaces a variety of point solutions, while possessing the ability to easily coexist with existing systems—**resulting in lower total cost of ownership across the ecosystem.**
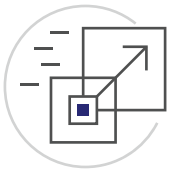
What Sets Us Apart

As an organically built, integrated solution, RESUL offers under one interface:

A customer data platform, an omnichannel orchestration interface, and an AI-powered analytics foundation for reporting, insights, and recommendations.

Unique offline-online audience journey delivery and ROI attribution enabled by Resulticks' Smart Duo technology.

The speed and scale to support millions of customer records, data points, and communications. For instance, it is powering a leading Bank's interactions with over 90 million clients and has empowered a leading mobile manufacturer's engagement with 750 million customers.

Business Outcomes Delivered

45%
Incremental ROI with better Reach-Engagement-Conversion outcomes

30%
Cost Savings leveraging channel, time, or offer propensities

45%
Incremental efficiency through resource and time optimization

Premium Global Partners

Google Cloud   Qualcomm   aws   Microsoft Azure

Strategic Partners

TECH mahindra   TATA CONSULTANCY SERVICES (tcs)   versium   PathFactory

Trusted Partner of Global Enterprises

TATA   HDFC BANK   WWF   DEI A FAIRFAX Company   RP - Sanjiv Goenka Group   SAMSUNG

Certifications

Gartner Magic Quadrant   Microsoft AI AWARDS 2.0 Celebrating Innovation Winner   2023 RealCDP CERTIFIED   Gartner peerinsights **Rated 4.8/5** for multichannel marketing hubs

Compliance

HIPAA COMPLIANT   GD PR   ISO 27001   CCPA COMPLIANT

Microsoft Azure MARKETPLACE

Google Cloud Marketplace

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