

Turn the unknown to scalable ROI growth.

Unable to identify all the unknown visitors to your website? You might be losing out on valuable prospects and thus future customers. So, what's next? Discover SmartDX, a cookie-independent solution built to help you move beyond pixel tracking, deliver contextual interactions, and facilitate ROI attribution at scale.



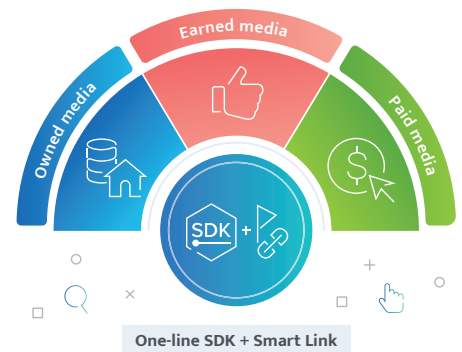
Not just any URL: Boost ROI through relevant engagement

Powered by next-gen edge and serverless technology, supported by the WebAssembly framework, SmartDX minimizes any lag in your customer journeys—optimizing every communication to accelerate conversion.

What is in this solution?

SmartDX is designed around the Smart Duo, which consists of:

- **Smart Link:** a deferred deep link that can be used across owned, earned, and paid media channels.
- **One-line SDK:** a proprietary short code that can be easily embedded in webpages, mobile apps, and chatbots.



The SmartDX Impact



Don't settle for URL shorteners

SmartDX offers a more efficient alternative to URL shorteners and pixels, leaving less footprint and executing interactions with no maintenance needed.



Tailor customer engagement at scale

Personalize customer journeys across mobile app and webpages. Accelerate growth with precisely triggered offers and communications—always delivered at just the right time.



Identify and attribute at the individual level

Can you separate unknown from known visitors? Do you know each individual's identity? What about their journey to conversion and ROI impact? Unlock it all with SmartDX.



Access real-time insights

Explore detailed reporting on audiences, customer journeys, attribution, campaign performances, and much more.

About SmartDX

SmartDX, the nimble alternative to cookies from RESULTICKS, facilitates at-scale contextual responses, enables segment-of-one attribution, and delivers rich marketing insights so you can turn unknown digital traffic into delighted customers and lasting growth opportunities.



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