

Database 15 milliseconds

triggers **API-based**

triggers

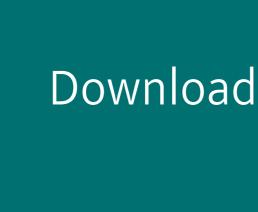
30 milliseconds







Session duration





Purchase



Uninstalls Visit to

specific screen

Screen views



Crashes Add to cart



Language

Last activity



Cart abandonment Wish list

Add to wish list



Operating system Location



Inbound number Keywords

(responses)

abandonment





visitors Page view, duration,

Traffic source, location,



01

language Device, browser, operating

system

depth of view



Newsletter subscription



Blog views and comments

and conversion

Campaign reach, engagement,

E-commerce





Purchase



Products

browsed



Transaction day

Terminal ID

Amount

Limit utilization

Transactions

Card type



06

02

Transaction time

City or area



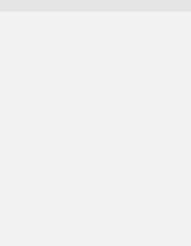
Google maps location URL

Retail triggers: Examples

Sign-up

Extended systems

Latitude, longitude, and radius



 New website visits Acquisition

triggers

Awareness

triggers

Conversion

triggers

triggers

Reactivation

triggers

- based on products browsed and/or page views
- Purchase made

Cart abandonment

Transaction details

Newsletter subscription

New season collection/sale

- Reward/ referral
- Points earned Page or app screen view
- Newsletter unsubscription

Account deactivation

Learn what Resulticks can do for your brand.



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