RESULTICAS

Shortened URL Smart Link



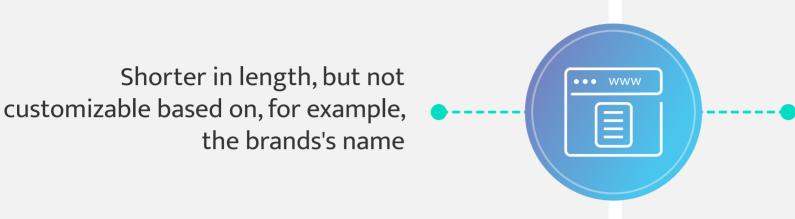


Shortened

URL aesthetics

Smart Link

Shorter in length, but not



Both short in length and customizable based on business needs

Tracking and analytics

Captures only the basic metrics, like views, clicks, and traffic sources



Enables omnichannel audience tracking and delivers comprehensive analytics, like multi-touch attribution insights and individual propensities

Personalization

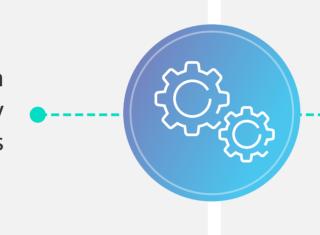
Unable to support the personalization of audience interactions



Facilitates omnichannel hand-offs and personalized customer experiences after the click

Third-party integrations

Limits third-party integration because of restrictions imposed by many apps and websites



Enables easy third-party integration as a universally accepted link

Data capture precision

Captures data from the whole web page, but cannot distinguish traffic specifically generated by the link



Delivers metrics generated specifically by the Smart Link

Data reliability

Can miss data points at a relatively high frequency



Ensures high level of accuracy for captured data points

Dynamic link

Requires separate links to be created for different URLs and to be embedded manuallyt



and change dynamically based on Resulticks' next-best algorithms

Can generate a multi-URL code

QR code embedding

Unable to change the destination URL after generation making it not ideal for being embedded in **QR** codes



and support URL redirection after campaign duration

Can be embedded into QR codes

Customer friendliness

Cannot dynamically optimize offers and interactions based on customer preferences



Optimizes what offers and interactions each customer

receives based on their

propensities and profiles

REQUEST A MEETING

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