# RealCDP

CERTIFICATION PREPARED FOR

# Resulticks

2024 UPDATE March 31, 2024
AUDIT COMPLETION May 13, 2022

**CDP**

CUSTOMER DATA PLATFORM

**INSTITUTE**

HEREBY GRANTS THIS

# RealCDP CERTIFICATE 2024

PRESENTED TO

## RESULTICKS

Entitled to be known as a RealCDP™ and authorized to display the RealCDP™ badge for successfully completing a comprehensive evaluation and providing satisfactory proof that meets all qualifications set forth by the Customer Data Platform Institute.

In Witness Thereof, this Thirty-First day of March 2024.

**DAVID RAAB**
President, CDP Institute

**2024 RealCDP**
**CERTIFIED**

**VERNON TIREY**
RealCDP Auditor

# RealCDP Audit Report

## Core CDP 7 of 7
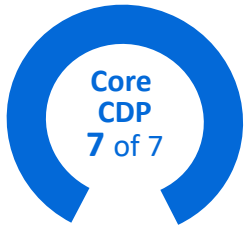
- ✔ **Ingest Data**
- ✔ **Maintain Data**
- ✔ **Store Historical Data**
- ✔ **Unified Customer Profile**
- ✔ **Privacy**
- ✔ **Share Customer Data**
- ✔ **Real Time Data Updates**

**Resulticks CDP meets all core RealCDP certification requirements.** The Resulticks platform supports B2C and B2B (and hybrid) companies across a wide variety of industries in APAC (primarily), EMEA and North America. The platform can be hosted in any of the leading cloud systems (AWS, Azure, Google, IBM) and can be deployed as a pure cloud solution or a hybrid, where the PII data remains within client firewalls. Data can be ingested in any format directly from source systems or from client data lakes and databases and is stored in client-specific data models with full historical detail. Unified customer profiles with unique, persistent IDs are created with robust data quality and matching tools; matching parameters can be controlled directly by users in a drag and drop UI. Data privacy is excellent, as all sensitive data is fully encrypted and strict user controls are utilized; country and regional privacy regulations (GDPR, HIPAA, e.g.) are fully met; consent management is native. Customer data can be shared to any system in batch or real time via API or the Resulticks Smart Duo capability. Smart Duo enables real time profile augmentation and hyper-personalization across multiple channels.

## CDP Enhanced 6 of 6

- ✔ **Channels Supported**
- ✔ **Data Sources Supported**
- ✔ **3rd Party Applications**
- ✔ **Real Time Processing**
- ✔ **Data Hygiene**
- ✔ **End User Training**

**Resulticks CDP meets all enhanced RealCDP requirements.** All channels are supported for both data ingestion and data distribution with over 100 pre-built connectors to leading analytics, CRM, eCommerce, social/paid media, messenger, webinar, digital assistant, digital asset, content management and sensor (Beacons, Google Maps, e.g.) systems. Custom APIs can be built by Resulticks only. Resulticks can share data with any third-party application for personalization and comes with native email, QR, and push notification applications. Real time processing is achieved via the Smart Duo capability (Smart Link plus a 1-line-of-code SDK connecting data captured on an individual. Smart Duo empowers both real time updating and real time personalization. Data hygiene is strong with rules-based and reference table driven QC, cleaning and standardization; while not native, postal hygiene can be achieved via a 3rd party. End user training is strong, with full team training post-implementation enhanced with ongoing workshops, online videos and documentation.

## CDP Stack 4 of 4

- ✔ **Analytics & Reporting**
- ✔ **Model Building & Scoring**
- ✔ **Personalization**
- ✔ **Journey Orchestration**

**Resulticks CDP meets all CDP Stack requirements.** The platform provides an easy-to-use UI that allows users to explore individual profiles and view campaign-level analysis. Customer profiles include a chronological view of engagement as well as derived statistics such as LTV, RFM, propensities, and engagement scores. In addition, real time reporting that reveals the health of the customer base and completeness of customer profiles in aggregate is delivered with the platform. For more flexible reporting, clients can connect customer profile data to their BI tool of choice. Model building and scoring is enabled and uses a variety of modeling techniques to predict behavior and track propensities (numerous propensity scores are provided OOTB). Personalization is strong, with full data access provided to users to build highly targeted messages across channels. Audience building is powerful, easy-to-use, and pushes users to think beyond traditional, more simplistic segmentation. Journey orchestration is provided in an elegant drag and drop canvas that allows users to create sophisticated journeys and even create and preview message designs within the platform.

## OTHER

**Resulticks' segmentation/targeting and orchestration tools are sophisticated but intuitive, making it easy for users to take their marketing to the next level.** Audience building includes a lead scoring/targeting framework that enables the user to score each customer along 5 dimensions prior to selecting for a campaign, increasing the accuracy of targeting dramatically. The orchestration canvas is best-in-class, not only enabling the creation of multi-step campaign across channels but also providing views of what messages will look like in select channels.

## SUMMARY

**Resulticks CDP is a RealCDP that provides excellent data integration along with insightful analytics and outstanding targeting and orchestration capabilities.** In the past, Resulticks has focused primarily on Asian markets but has recently expanded into North America and EMEA. Clients with complex business/data environments and strict privacy requirements will benefit from this platform. And though large and medium-sized companies dominate their client list, Resulticks has developed a version for smaller businesses and is looking to expand down market. A strong internal services team complemented by a robust partner network ensures that clients will get the support they need to succeed.

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# Resulticks Findings

The CDP Institute audits 17 CDP related capabilities. Below are the high-level findings for Resulticks Solution, Inc.

Requirements fall into three categories:

✔ **Meets All Requirements**
✔ **Meets Some Requirements**
✘ **Meets No Requirements**

| CAPABILITY | TYPE | Findings |
|---|---|---|
| ✔ **Ingest Data** | Core CDP | Meets all requirements |
| ✔ **Maintain Data** | Core CDP | Meets all requirements |
| ✔ **Store Historical Data** | Core CDP | Meets all requirements |
| ✔ **Unified Customer Profile** | Core CDP | Meets all requirements |
| ✔ **Privacy** | Core CDP | Meets all requirements |
| ✔ **Share Customer Data** | Core CDP | Meets all requirements |
| ✔ **Real Time Updates** | Core CDP | Meets all requirements |
| ✔ **Channels** | CDP Enhancement | Meets all requirements |
| ✔ **Data Sources Supported** | CDP Enhancement | Meets all requirements |
| ✔ **3rd Party Applications** | CDP Enhancement | Meets all requirements |
| ✔ **Real Time Processing** | CDP Enhancement | Meets all requirements |
| ✔ **Data Hygiene** | CDP Enhancement | Meets all requirements |
| ✔ **End User Training** | CDP Enhancement | Meets all requirements |
| ✔ **Analytics & Reporting** | CDP Stack | Meets all requirements |
| ✔ **Model Building & Scoring** | CDP Stack | Meets all requirements |
| ✔ **Personalization** | CDP Stack | Meets all requirements |
| ✔ **Journey Orchestration** | CDP Stack | Meets all requirements |

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# Directory of Audited CDP Capabilities

For a full description of CDP capabilities please see the RealCDP Audit Guide.  Below is a brief description of each CDP capability reviewed in the RealCDP Certification Audit.  To qualify as a RealCDP a vendor must fully support all Core CDP capabilities.

| CAPABILITY | TYPE | DESCRIPTION |
|---|---|---|
| Ingest Data | Core CDP | Data ingestion and data capture capabilities for all data types |
| Maintain Data | Core CDP | Maintain and manage all required customer and demand-side data |
| Store Historical Data | Core CDP | Store all detailed historical and longitudinal data required by Users |
| Unified Customer Profile | Core CDP | Create and manage unified customer profiles |
| Privacy | Core CDP | Manage personal identifiers, consent & privacy management, privacy enforcement |
| Share Customer Data | Core CDP | Distribute and/or syndicate data wherever (and ideally whenever) needed |
| Real Time Updates | Core CDP | Capture, update, share, and decision data in real time |
| Channels | CDP Enhancement | CDP supported Channels and available Connectors to capture and distribute data |
| Data Sources Supported | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| 3rd Party Applications | CDP Enhancement | Third Party Applications that provide, pre-integrate, and or support the CDP system |
| Real Time Processing | CDP Enhancement | Enhanced Real-time processing update capabilities (ideally in sub-second speed) |
| Data Hygiene | CDP Enhancement | Data scrubbing, filtering, standardizing, formatting, and matching capabilities |
| End User Training | CDP Enhancement | End User training, workshops, documentation, and educational materials |
| Analytics & Reporting | CDP Stack | Report building and sharing for data, program performance and customer analytics |
| Model Building & Scoring | CDP Stack | Model development and data scoring in support of targeting and decisioning |
| Personalization | CDP Stack | Customer Personalization solutions including tools, technologies, and techniques |
| Journey Orchestration | CDP Stack | Customer Journey Orchestration solutions for multi-touch, multi-channel marketing |

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