



The RealTime Marketing Platform

The Best way to fill the Admissions

We know the School in the neighborhood or a Popular school little away from the neighborhood.

The School always attracted FootFalls / Telephone calls and then Registrations, Counselling and then the Admission

But today it is changed to a larger extent, Parents have a variety of Choice and most of the schools have the problem of reach because of the dynamism in the real-estate widening and more new entrants.

The Supply demand works well for those schools who are making their presence felt and while the Parent has a choice to reach out through new mediums like the website, Affiliate sites and infers a lot out of that and then shortlists based on many factors and reaches out to the school again for further steps.

But to ensure there is an impact on the parents mind to evaluate lies through Content Marketing and the capability to interact to the parent while they are on the Premise to take that Decision!

The Problem With Big Brands

Multiple Conversations

- Brands are engaging with customers across multiple touchpoints, oftentimes simultaneously.

Disjointed Information

- Information exchanged at one touchpoint is not being correlated to information from another.

Lack of Time

- Lead times between data collection, analysis and action make it impossible to offer personalised solutions on-the-fly.

Is it any wonder that brands rarely have a 1 to 1 conversation with every visitor, prospect and customer they interact with?

What If Big Brands Could...

...Get an omni-channel view of each customer, across all engagement touch points.

Omni-channel Connectivity

...Stack data from all systems - Online, Mobile, POS, Social Media, etc - into a single silo.

Unified Data Stack

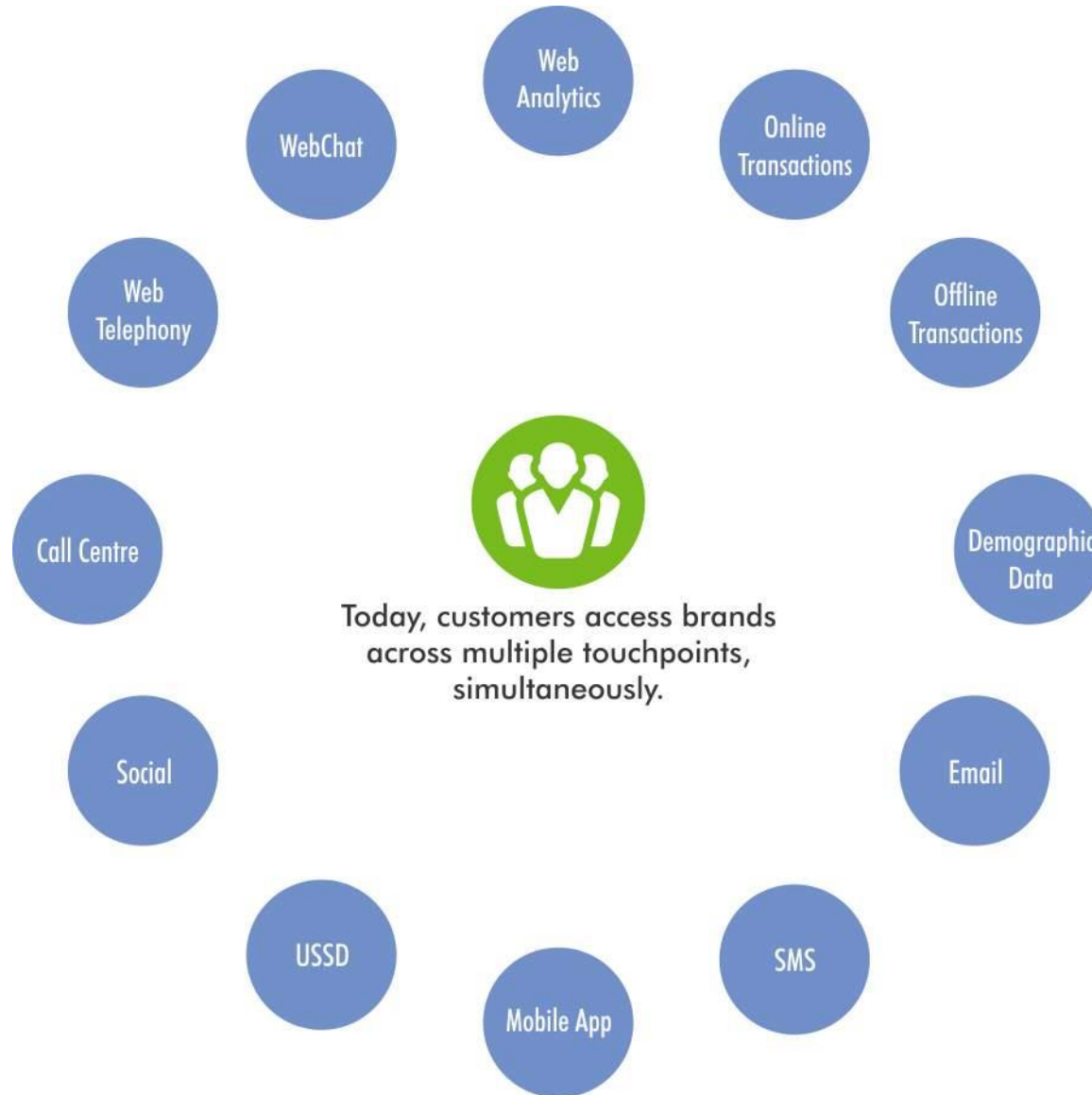
...Assimilate all incoming data on-the-fly.

Machine Learning

...Create triggers to engage with prospects and customers across all lifecycle stages, automatically.

Automated Personalisation

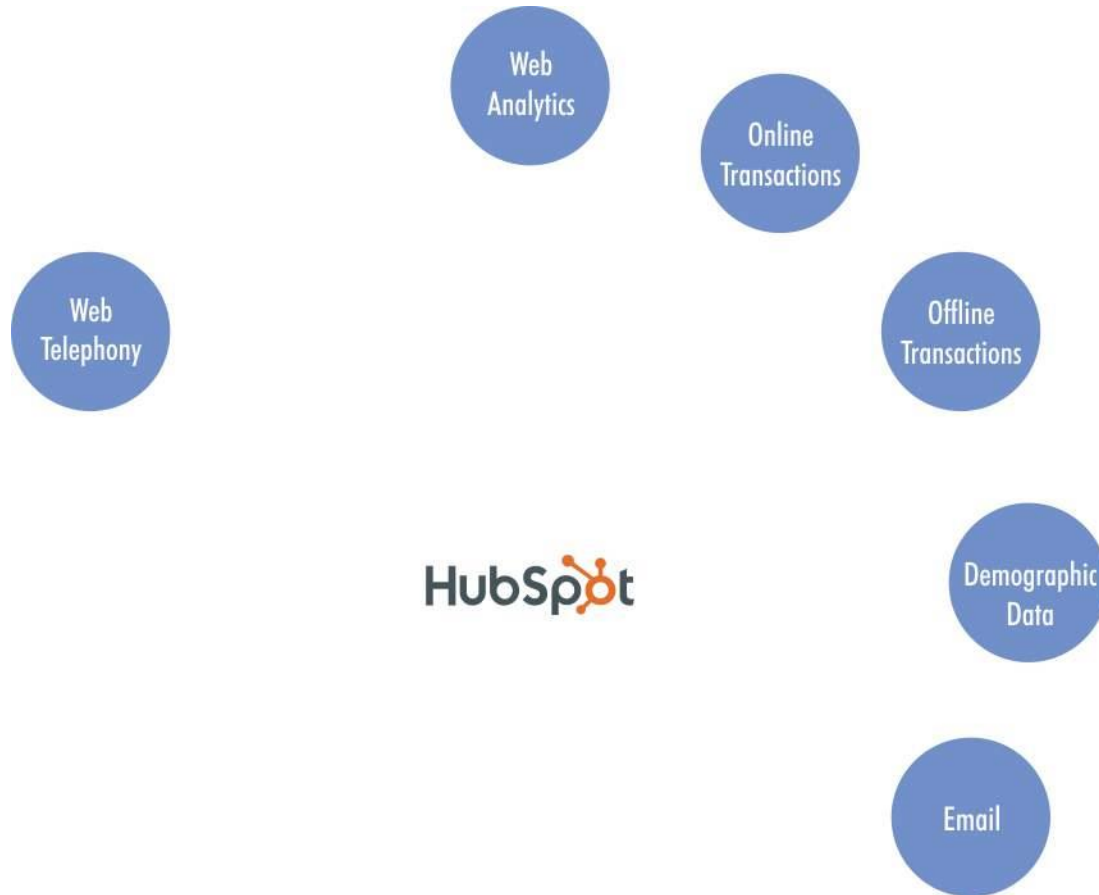
Why OmniChannel Is Critical



Why OmniChannel Is Critical

Unfortunately,
the existing solutions
do not cover all
touchpoints.

Why OmniChannel Is Critical



Why OmniChannel Is Critical



Mobile App

SMS

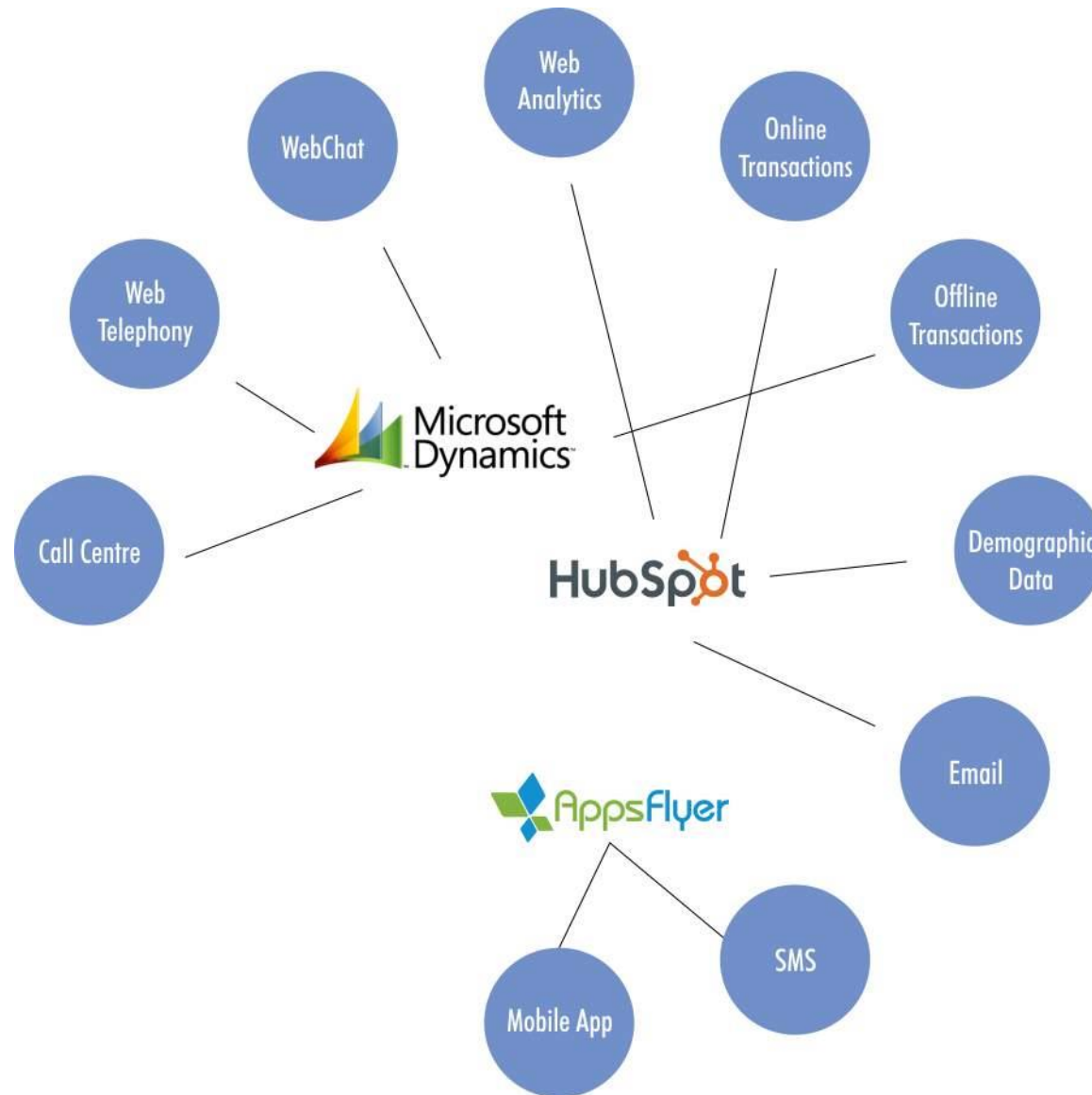
Why OmniChannel Is Critical



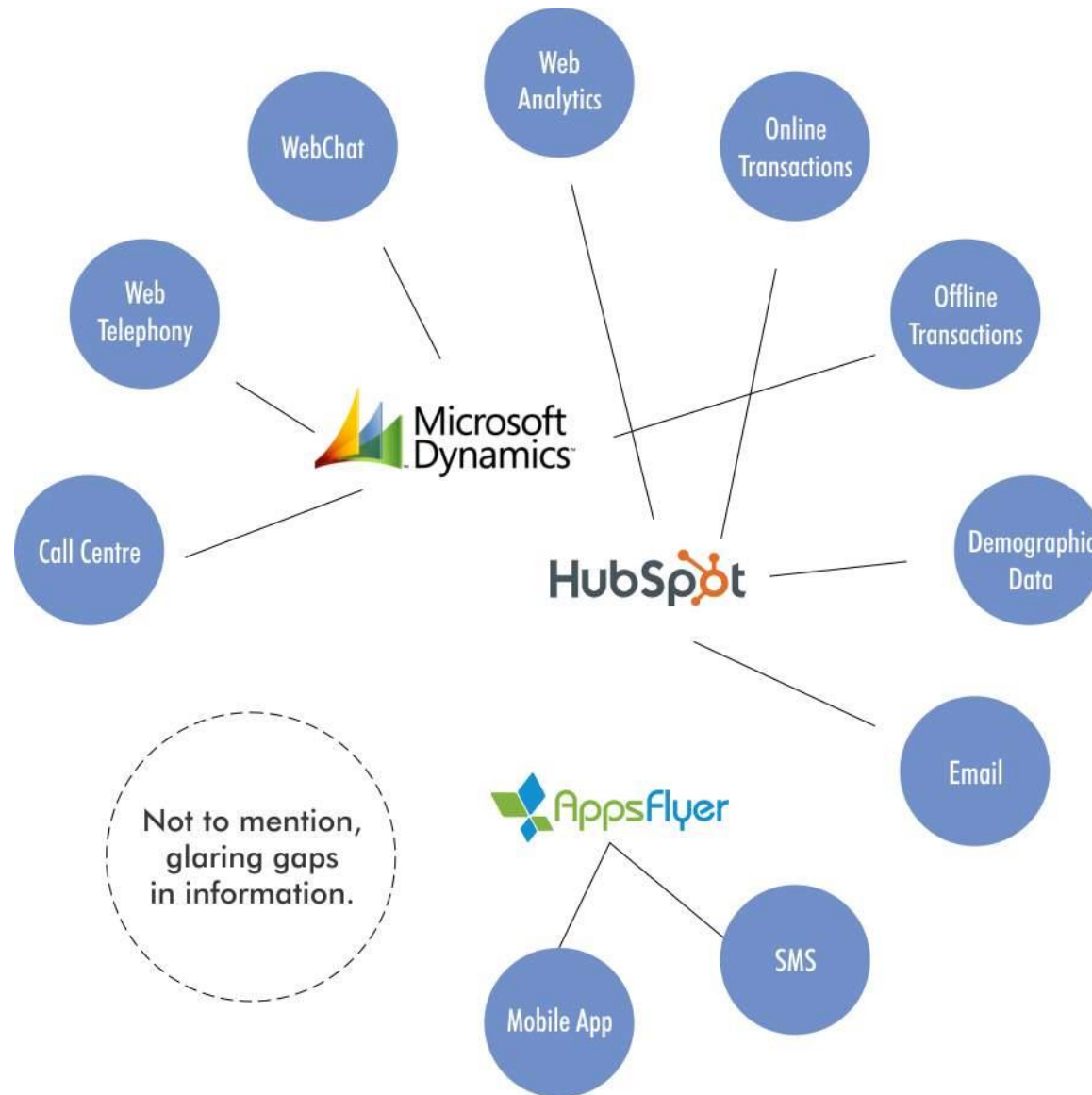
Why OmniChannel Is Critical

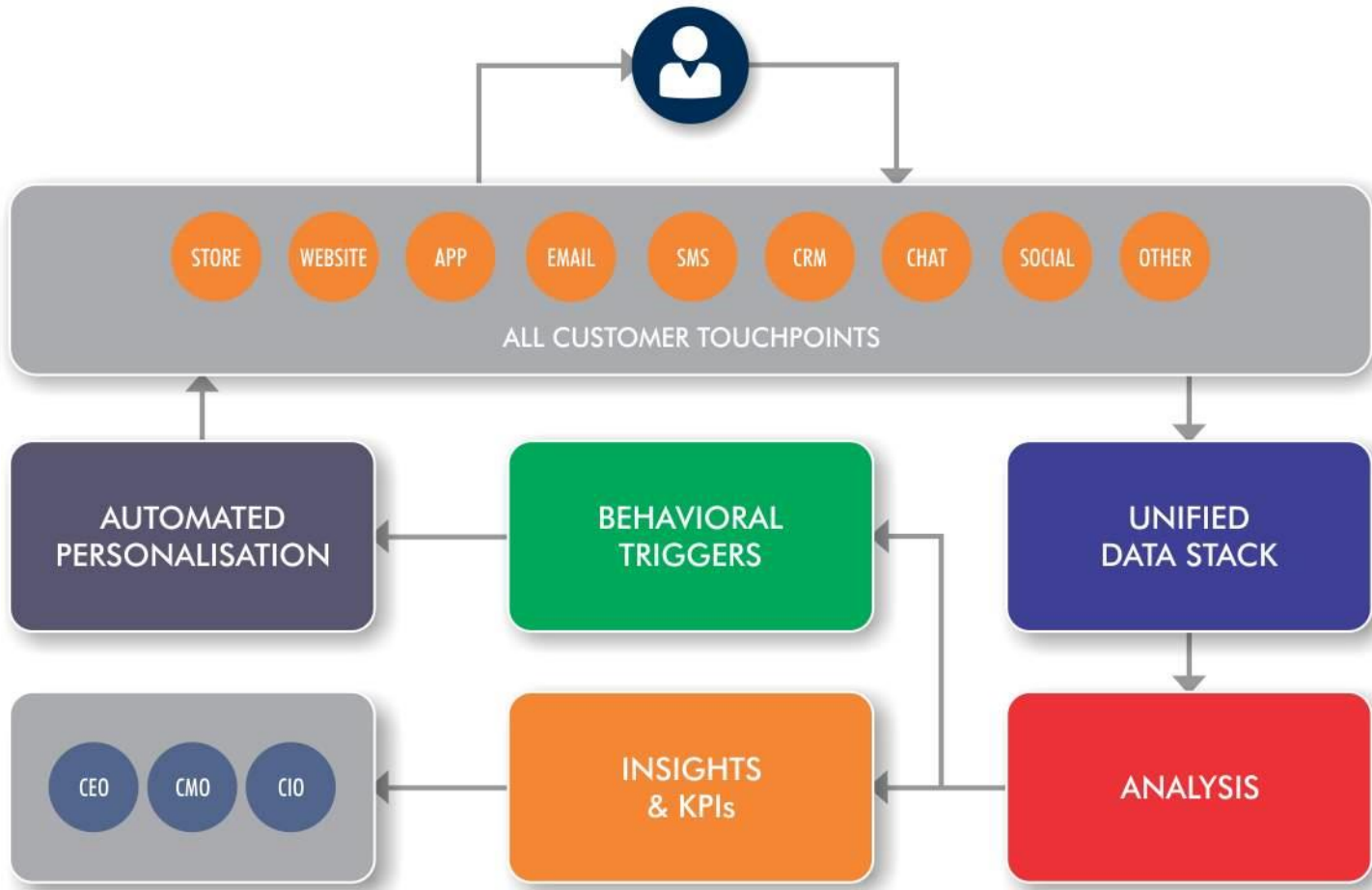
And, deploying
multiple solutions
only compounds
the problem.

Why OmniChannel Is Critical



Why OmniChannel Is Critical





Everything you see here occurs in RealTime

The Objectives Of RealTime Marketing

1. Gain RealTime insights into customer intent with on-the-fly Dashboards
2. Deliver contextually relevant customer experiences
3. Market with speed, agility and accuracy
4. Use a single technology foundation that integrates seamlessly and grows with the business
5. Discard multiple solutions that hamper RealTime Marketing

The Advantages Of plumb5

1. Increase new business by converting anonymous visitors
2. Improve retention rates with RealTime personalization
3. Increase revenue by up/cross-selling
4. Measure ROI accurately
5. Monitor KPIs in RealTime

In short: Faster Time to Revenue

Our Clients



Contact Us

To really appreciate the power of Plumb5, one has to witness what it can do firsthand, in RealTime.

To set up a meeting and live demo, please contact:
www.plumb5.com or call 9844266861

Your CMO, CIO and CTO will all find the experience extremely rewarding.

We look forward to meeting your team.

Thank You

www.plumb5.com

