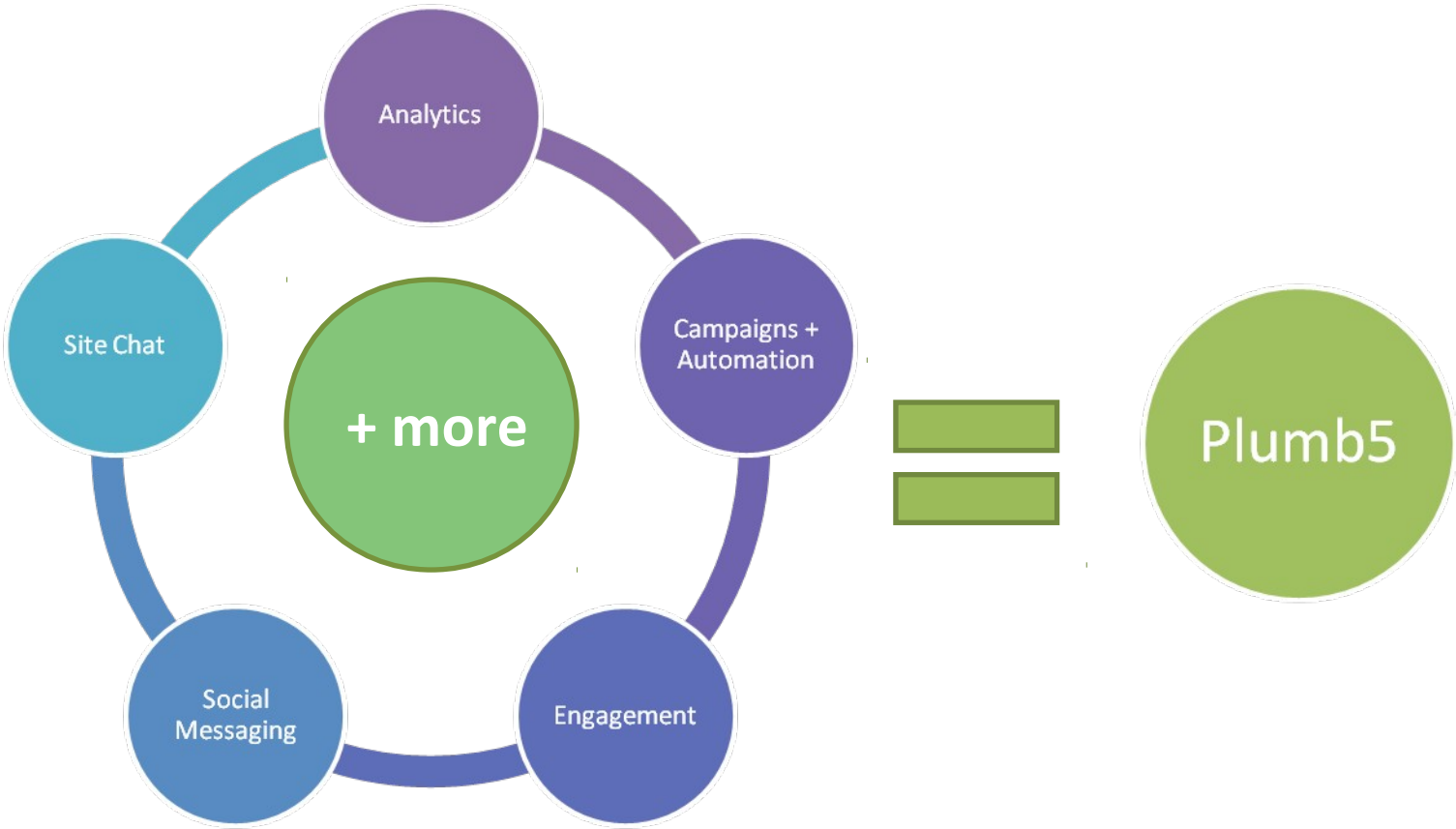


COMPARING
PLUMB5

plumb5

INTEGRATED MARKETING PLATFORM

Plumb5 is an integrated platform with advanced marketing features



PLUMB5 INTEGRATED PLATFORM COMPARES TO

WEB ANALYTICS

Google Analytics Premium

OMNITURE™

SiteCatalyst.

CONVERSION & CAMPAIGN MANAGEMENT

Marketo

eloqua

pardot

HubSpot

unica

ENGAGEMENT & PERSONALIZATION

WebEngage

cognesia

Barilliance

PERSONYZE

SOCIAL MESSAGING + SENTIMENTS

trackur

radian6

Lithium

ALTERIAN SM2

SITE CHAT

zopim

LiveChat

BLDCHAT

Live Help ^{beta}

velaro

COMMUNITIES

jive^x

uservoice

NING
GLAM MEDIA

get satisfaction
LOVE YOUR CUSTOMERS

THE OFF THE SHELF PRODUCTS AVAILABLE FOR VARIOUS DOMAINS ARE LISTED ABOVE

PLUMB5 PLATFORM PRICE COMPARES TO

WEB ANALYTICS + ATTRIBUTION ANALYSIS

AUTOMATION & CAMPAIGN MANAGEMENT

ENGAGEMENT & PERSONALIZATION

| Product | Annual Price (approx) |
|--------------------------|-----------------------|
| Google Analytics Premium | \$1,50,000 |
| Adobe Omniture | \$90,000 |
| Plumb5 | \$10,000 |

| | Monthly | Annual |
|---------|---------|------------|
| Marketo | \$12000 | \$1,44,000 |
| Eloqua | \$4000 | \$48,000 |
| Hubspot | \$2400 | \$28,800 |
| Unica | \$4200 | \$50,400 |
| Pardot | \$3000 | \$36000 |
| Plumb5 | \$700 | \$ 8,000 |

| | Monthly | Annual |
|--------------|---------|---------|
| Personyze | \$499 | \$5988 |
| Web engage | \$499 | \$5988 |
| Cognesia | \$750 | \$9000 |
| Barrilliance | \$8000 | \$96000 |
| Plumb5 | \$350 | \$4000 |

SOCIAL MESSAGING + SENTIMENTS

SITE CHAT

COMMUNITIES

| | Monthly | Annual |
|---------|---------|----------|
| Radian6 | \$600 | \$7200 |
| Trackur | \$447 | \$5364 |
| Lithium | \$1400 | \$16,800 |
| SM2 | \$600 | \$7200 |
| Plumb5 | \$350 | \$4000 |

| | Monthly | Annual |
|-----------|---------|--------|
| Live Chat | \$59 | \$708 |
| Zopim | \$20 | \$240 |
| Bold chat | \$85 | \$999 |
| Plumb5 | \$19 | \$200 |

| | Monthly | Annual |
|------------------|---------|---------|
| Get Satisfaction | \$1200 | \$14400 |
| Jive X | \$5500 | \$66000 |
| Ning | \$99 | \$1118 |
| User Voice | \$95 | \$1020 |
| Plumb5 | \$99 | \$1099 |

*All prices are approximate, un negotiated, card rates as published on internet.

** All pricing rates have been accounted for enterprise Level

ANNUAL SAVINGS

PICK MOST ADVANCED TOOLS

Logos for various marketing tools: Omniture, SiteCatalyst, HubSpot, WebEngage, Trackur, and Zopim.

PLUMB5 PLATFORM

Logo for the Plumb5 platform.

SAVINGS UPTO
\$100k+

| Product | Annual Price |
|----------------|--------------|
| Adobe Omniture | \$90,000 |
| Hubspot | \$28,000 |
| Web engage | \$6000 |
| Trackur | \$5000 |
| Zopim | \$250 |
| Ning | \$1000 |
| | \$130,250 |
| Integration | \$20,000 |
| Training | \$ 3,000 |

| Product | Annual Price |
|-----------------------|--------------|
| Analytics | \$10,000 |
| Automation + Campaign | \$ 8,000 |
| Personalization | \$ 4,000 |
| Social Messaging | \$ 4,000 |
| Online Chat | \$ 200 |
| Community | \$ 1000 |
| | \$ 27,200 |
| Integration | \$ 0 |
| Training | Included |

Lowest TCO

Plumb5 Annual Cost to own will be 5x economical and value for money than any of the competitors put together

Configuratio

The platform allows the marketer to configure campaigns, workflows, reports and conditions, in few steps. This reduces engineer's time required, to setup segment based campaigns, which saves time and money for each campaign

Automation

The platform provides workflows for every conversion cycle and marketers can stage customers to segments based on interaction and behavior scores.

This eliminates repetitive human interventions, thus saving costs on man hours

Real-Time

Standalone integrations might not be a great approach to serve real-time data. Plumb5 integrated platform serves unified data in real-time

Integration

Since Plumb5 is an integrated platform, you do not worry about integrations to achieve unified view. This saves a lot of cost, effort & time

Future Proof

Designed for one-to-one marketing across all touch-points facilitating conversions in real-time. This will keep your future marketing investments as thin as possible.

Questions