

# marketing automation

## tools comparison by 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

BOLDCHAT

Live Help beta

velaro

## COMMUNITIES



jive<sup>x</sup>

uservoice

NING GLAM MEDIA

get satisfaction

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

# Campaign Management



## Email Campaigns

Track all your email campaigns and its responses



## Affiliate Campaigns

Configure the script to track all affiliate campaigns and measure effectiveness of the channel/campaigns



## Paid Campaigns

Track Paid Campaign effectiveness by assigning values for clicks and impressions to measure ROI



## Campaign Goals

Set up attributes to track from campaigns to conversions



## Email Campaign Setup

Set up your campaigns and use it for website communication or delivering it to the mailbox. Comes with Template Library, Contact Management, Workflows and Reporting



## Landing Page Setup

Setup reusable landing pages that supports videos, external widgets, and forms



## Landing Page Analytics

Measure the performance of your Landing Page along with video analytics



# Traffic Analysis



## Traffic

Preset reports by direct, referral and search.



## Referral Traffic

Configure the script to further analyze referral traffic by Paid or Email or Affiliate



## Location

Preset reports to know visitors by location: City, State, Region, Country, Continent, Lat/Long



## System Information

Configure script to understand system information like browsers, OS, Flash enabled, Java enabled, Mobile Devices, Connection speeds, Service provider and Screen resolutions



## Visitor Type

Know visitors by their frequency whether new visitor or returning visitor



# Content Measurement



## Popular Pages

Preset reports to know most popular content by Day, Week, Month and Year



## Entry Pages

Preset reports to know where visitors enter your site.



## Exit Pages

Preset reports to know where visitors leaves your site. Helps in fall-out analysis



## Page Funnels

Configurable page paths for conversion optimization. No resource required



## Fallout Tracking

Identify exit pages and set rules to optimize fall-outs during transaction



## Heat map

Identify which links on the page gets maximum response.



## Event Tracking

Track for downloads, form exits on your pages



## A/B Testing

Preset reports to know where visitors enter your site.



## FB Like/Share Widget Analysis

Preset reports to know where visitors enter your site.



# Conversion Optimization



## Behavioral Targeting

Set rules to load content based on visitor behavior. Rules can be contextual, geographic or based on past behavior or transaction



## Win-back Configuration

Configure forms, polls, feedback, questions on the fly based on behavior



## Workflows

Set 3 tier workflows if you need to engage visitors and turn them to customers



## Messaging

Enable messaging from your website based on behaviors



## Follow-ups

Set Time and Templates to follow-up with customers based on previous responses



## Responses

Get response reports for all activities:  
Targeted content to Forms to Messages



## Conversation History

Know all your conversations with all customers across mediums along with their responses



## Recommendations

Based on past behavior, you can recommend products or set them based on specific rules



## Visitors/Customers/Leads



### Visitor Information

Know every visitor by location, by source, browsing behavior, system information, connection speeds, and screen type



### By Source

Preset Report to understand how the visitor reaches the site



### By Behavior

Get complete click-stream report of every individual visitor. This helps in advanced conversion optimization



### By Transaction

Know transactions of every customer. This helps in recommendations, (up-sell, cross-sell analysis), and understand buying cycle



### By Responses

Know responses by every customer to all the communications. Helps in tone analysis



### By Engagement

Aggregate responses from loyalty sites. Helps in Customer retention and Buying behavior



### By Buzz

Aggregate social findings based on individual customer to understand sentiment



### Unified Profiling

Aggregate all these data and get a profile map of every customer



# Engagement



## Community Configurator

Configure a community site which works as a loyalty site or product community



## Screeners

Enable screeners to start open targeted communities



## Discussions

Enable Discussion on the site



## Surveys

Enable surveys to get feedback, understand buying behavior or understanding product sentiment



## Polls

Create Polls to gather quick insights of our customers



## Internal Messaging

Enable message box for your customers for all internal communication



## Chat

Enable Group chat or One-on-one chat in your community



# Engagement



## Video Sessions

Enable Video Sessions with your customers. Broadcast/Record product launches. Record Voice of your customer



## Offers

Create Offers based on points or transactions or browsing behavior of the customer



## Points Configuration

Configure Points for each interaction. Set conditions for bonus points



## Rewards

Update Rewards list and set rules for redemption



## Advanced Profiles

Create Forms to collect advanced profile information or tag it from other sources



## Engagement Analysis

Understand frequency of engagement and set rules for further engagement



## Customer Sentiments

Gather all customer responses and under customer sentiments within the community. This data can be mapped with profile search data for deep web sentiments



# Research & Customer Advocacy



## Profile Search

Configure the crawler to search the web based on email address



## Topic Search

Configure the crawler to search the web based on keywords or topics



## Brand Sentiments

Collect Reviews and Discussions around your brand and analyze user sentiments



## Influencers

Analyze User sentiments to understand your key influencers and advocate them



## List Creation

Configure crawler to mine contact information based on keywords



## Configuration

Simple easy to use setup



# Multi Channel Data Aggregation



## Data Import

Import Data from external data sources for unified analysis and reporting



## Data Tagging

Helps in tagging disparate data sets for unified reporting



## Data Scoring

Assign scores to each interaction or any column type of the data set for segmentation



## Score Configuration

Assign Scores to imported data sets and deduce overall scores for unified profiles



## Analysis

Use the online spreadsheet for all analysis.



## Reporting

Wizard Driven reporting engine for multi dimensional analysis



## Visualization

Generate graphs and export them to pdf, presentations or word documents



## Predictions

Utilize PMML models to arrive at predictions



## Re-use insights

Update insights to your existing scripts for new rules and conversion optimization



# PLUMB5 PLATFORM PRICE COMPARES TO

## WEB ANALYTICS + ATTRIBUTION ANALYSIS

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

## AUTOMATION & CAMPAIGN MANAGEMENT

|         | 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   |

## ENGAGEMENT & PERSONALIZATION

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

## SOCIAL MESSAGING + SENTIMENTS

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

## SITE CHAT

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

## COMMUNITIES

|                  | 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

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     |