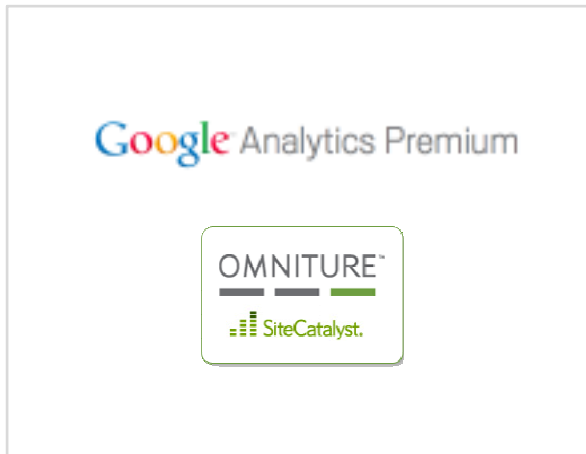


# marketing automation

## tools comparison by features

# PLUMB5 INTEGRATED PLATFORM COMPARES TO

## WEB ANALYTICS



## CONVERSION & CAMPAIGN MANAGEMENT



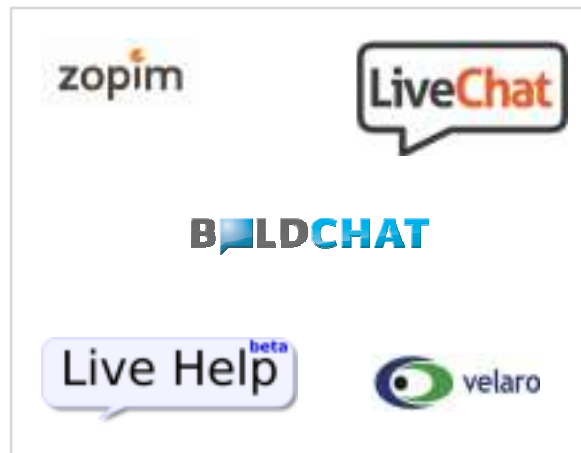
## ENGAGEMENT & PERSONALIZATION



## SOCIAL MESSAGING + SENTIMENTS



## SITE CHAT



## COMMUNITIES



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

plumb5

Google  
Analytics

Google  
Premium

OMNITURE

ELOQUA

Marketo

unica

HubSpot

cognesia

### 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

plumb5

Google Analytics

Google Premium

OMNITURE

ELOQUA

Marketo

unica

HubSpot

cognesia

### 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