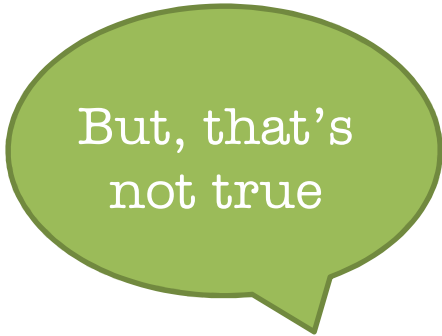


HEY! I ALREADY HAVE
GOOGLE ANALYTICS
AND IT IS FREE

CONVERSATIONS WITH FELLOW MARKETERS

MOST MARKETERS WOULD ASSUME THAT
GOOGLE ANALYTICS WAS GOOD ENOUGH
TO CREATE THE CONVERSION MAGIC



But, that's
not true

CONVERSION STARTS FROM IDENTIFYING THE VISITOR

IT IS NOT ABOUT JUST KNOWING HOW MANY?

<input type="checkbox"/>	Visitor Type	Visits [?] ↓
		1,927 % of Total: 13.28% (14,512)
<input type="checkbox"/>	1. Returning Visitor	1,927

Repeat Visitors

DAY

WEEK

MONTH

YEAR

Visitor IP

Loyalty

27.34.243.30



114.143.131.162



113.193.185.238



122.166.104.5



122.181.8.174



IT IS ABOUT WHO?

CONVERSIONS TURN EFFECTIVE WHEN VISITORS ARE UNDERSTOOD

BETTER

Is the visitor reacting to the campaigns?

Is the visitor heading towards purchase?

Is the visitor looking for a particular product?

Is the visitor a customer or a prospect?

Is the visitor responding to your messages?

Is the visitor talking about the product?

AS GOOGLE ANALYTICS CANNOT REPORT BY

WHO?

EVERY CONVERSION CAMPAIGN BECOMES A
SHOT IN THE DARK

PLUMB5 HELPS IN IDENTIFYING, SCORING & AUTOMATING YOUR CONVERSION CAMPAIGNS



VISITOR PROFILE QUICK VIEW

Know if the visitor is a stranger, prospect or a customer

Know from which city the visitor arrives

R

(veer@decisive.in[-Lead])

27.34.243.30

(veer@decisive.in[-Lead])

VISITOR SUMMARY		▼ 15%	Total Score
Total Visits/Sessions: 230	▲ 375%	37	0%
Total Page Views: 491	▲ 385%		
Total Purchases: -	-		
Average Time spent : 0d 0h 0m 10s	▲ 384%		
Bounce Rate: 54.78%	0%		
Last visited on : 8/29/2013 10:32:38 AM	-		
percentage change calculated on monthly data	-		
		Source Score 0	0%
		Page Score 37	▼ 19%
		Time Score 0	0%
		Depth Score 0	0%



Visitors Flow



BANGALORE, INDIA

Network

Browser

Know the details of the different sessions of every unique visitor

Clickstream	Mail	Buzz	Transactions	Demographics	Engagement
Last Session					
Flow Analysis		Tag		Date	
Direct		https://plumb5.com/Register.aspx		Plumb5: Real time Custom... 8/29/2013 10:32:38 AM	
End of visit					
Session 2					
Flow Analysis		Tag		Date	
Direct		https://plumb5.com/register.aspx		Plumb5: Real time Custom... 8/29/2013 9:24:56 AM	
End of visit					
Session 3					
Flow Analysis		Tag		Date	
Direct		http://plumb5.com/		Plumb5: Real time Custom... 8/29/2013 9:20:41 AM	

VISITOR PROFILE QUICK VIEW

R

(veer@decisive.in[-Lead])

27,34,243.30

Auto-segment visitors using scores and enable workflows

VISITOR SUMMARY		37
Total Visits/Sessions: 230	▲ 375%	
Total Page Views: 491	▲ 385%	
Total Purchases: -	-	
Average Time spent : 0d 0h 0m 10s	▲ 384%	
Bounce Rate: 54.78%	0%	
Last visited on : 8/29/2013 10:32:38 AM		
Monthly data		
Source Score	0	0%
Page Score	37	▼ 19%
Time Score	0	0%
Depth Score	0	0%

Know from which source they came from, for each session

Mail
Buzz
Transactions
Demographics
Engagement

Last Session	Flow Analysis	Tag	Date
Direct	https://plumb5.com/Register.aspx	Plumb5: Real time Custom..	8/29/2013 10:32:38 AM
End of visit			
Session 2	Flow Analysis	Tag	Date
Direct	https://plumb5.com/register.aspx	Plumb5: Real time Custom..	8/29/2013 9:24:56 AM
End of visit			
Session 3	Flow Analysis	Tag	Date
Direct	http://plumb5.com/	Plumb5: Real time Custom..	8/29/2013 9:20:41 AM

Visitors Flow

BANGALORE,INDIA

Network
it

Browser
Chrome

COMPARING CONVERSION FEATURES

COMPARISON IS WITH GOOGLE ANALYTICS FREE

Visitors/Customers/Leads	plumbg	Google	Conversion Optimization	plumbg	Google
Visitor Information Know every visitor by location, by source, browsing behavior, system information, connection speeds, and screen type	✓	✗	Behavioral Targeting Set rules to load content based on visitor behavior. Rules can be contextual, geographic or based on past behavior or transaction	✓	✗
By Source Preset Report to understand how the visitor reaches the site	✓	✗	Win-back Configuration Configure forms, polls, feedback, questions on the fly based on behavior	✓	✗
By Behavior Get complete click-stream report of every individual visitor. This helps in advanced conversion optimization	✓	✗	Workflows Set 3 tier workflows if you need to engage visitors and turn them to customers	✓	✗
By Transaction Know transactions of every customer. This helps in recommendations, (up-sell, cross-sell analysis), and understand buying cycle	✓	✗	Messaging Enable messaging from your website based on behaviors	✓	✗
By Responses Know responses by every customer to all the communications. Helps in tone analysis	✓	✗	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	✓	✗
Campaign Management			Recommendations Based on past behavior, you can recommend products or set them based on specific rules	✓	✗
Email Campaigns Track all your email campaigns and its responses	✓	✗			

DON'T JUST ANALYZE!
START CONVERTING

plumb5

THE MOST POWERFUL CONVERSION PLATFORM