

# THE MOST PROFITABLE MARKETING PLATFORM

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12 keys to spend optimization

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p5

## #1

# Monitor channel spends

For effective customer acquisition, it is necessary to identify the **conversion rate of each channel**. Plumb5 allows marketers to configure funnels for each channel and compare **attribution models**.

This helps in identifying channels that are effective and saves from investing in **non-performing channels**

## #2

## Increasing campaign ROI

It is necessary to **engage visitors** coming from your campaigns to ensure **maximum value** for your campaigns. Marketers can **trigger workflows** to move your campaign visitor from an **unidentified stage** to **lead stage**.

This increases **conversion rate** of your campaigns, providing better results to your spends.

## #3

## Faster lead conversion

It is necessary to build an **awesome experience** to be able to convert your prospect faster. Marketers can **enable personalization workflows** to **convert your prospects to customers** and fasten the conversion process.

Quick conversions results in **lower acquisition costs**

## #4

## Lower acquisition costs

Based on the first three points, you have now **optimized your channel spends** and have now **enabled workflows to convert** your channel visitors to prospects and then to customers. By using **personalization and contextual targeting**, you have optimized your conversion cycle too

All of these optimization **attribute to lower acquisition cost**.

## #5

## Unified Customer Profile

The biggest advantage of the platform is that, it provides a **unified view of the customer** aggregating insights across the web, store, social, mail, support center and offline store. **Working on unified insights** helps in effective conversions across stages

**Reducing time to conversions** at every stage, contributes to higher savings

## #6

## Better Customer Retention

The unified profile also contributes to your campaign strategy **for repeat purchases, loyalty and profitability**. Marketers can enable custom **marketing workflows to engage and cross-sell** products to applied customer segments using contextual personalization and engagements.

Touch-point analysis will help in understanding frequently used channels, so that you know where to **spend the retention budget effectively**

## #7

## Churn Alerts

It is important to know when your **customer is drifting** so that you can quickly strategize and **win them back**, without having to **overspend on retention**. **Churn Alerts** can be configured based on parameters such as recency, frequency, transactional trends, product feedback or advocacy status.

Churn Alerts helps in acting swiftly to **bring down your churn rate**



## #8

# 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**

## #9

# Configuration

The platform allows the marketer to **configure all 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

## #10

# Integration

We understand unified customer data is the key to **effective marketing**. The platform is integrated with most **marketing functions** and has connectors for external data such as Ecommerce Apps, Point-of-Sale and CRM apps.

This **saves a lot of data integration costs**

#11

## Cost of ownership

The platform meets all essential marketing requirements at a **lower total cost of ownership (TCO)** than our competitors

## #12

## Designed for future practices

The platform is future ready. As the future conversions are all about **one-to-one conversions with prospects and customers**, Plumb5 is designed to stack all customer interactions in one place and **make insights available** at every customer touch-point in real-time

Designed to keep your future marketing investments as thin as possible.



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