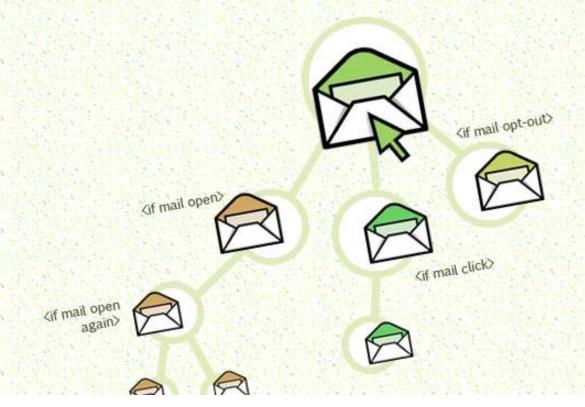
Smart Email Marketing

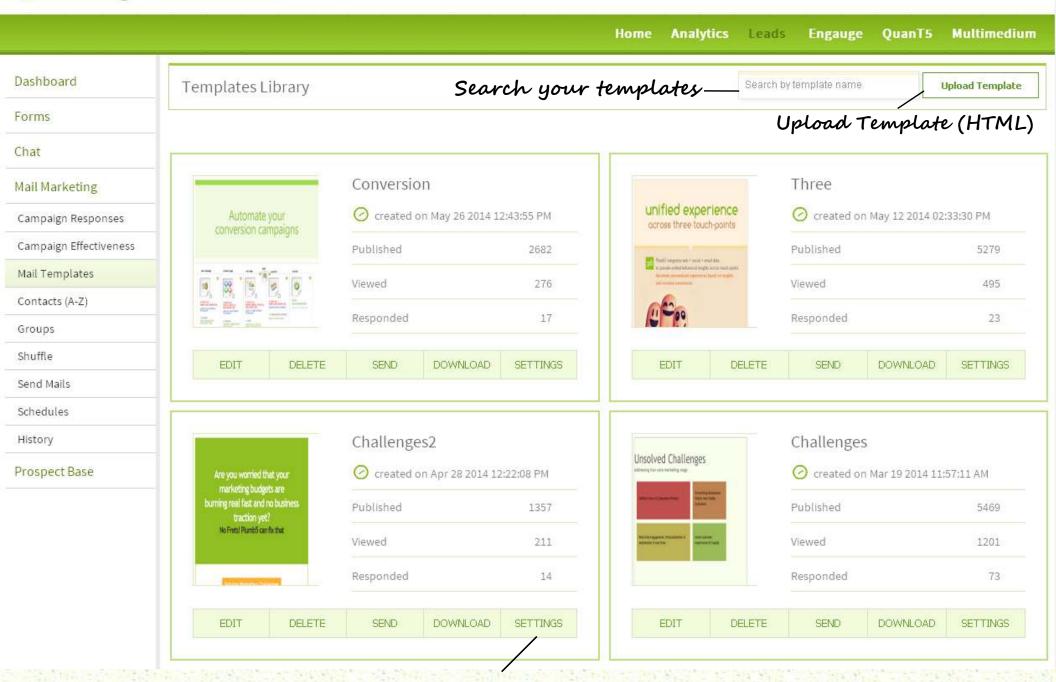
with real insights and automation





Campaign Management

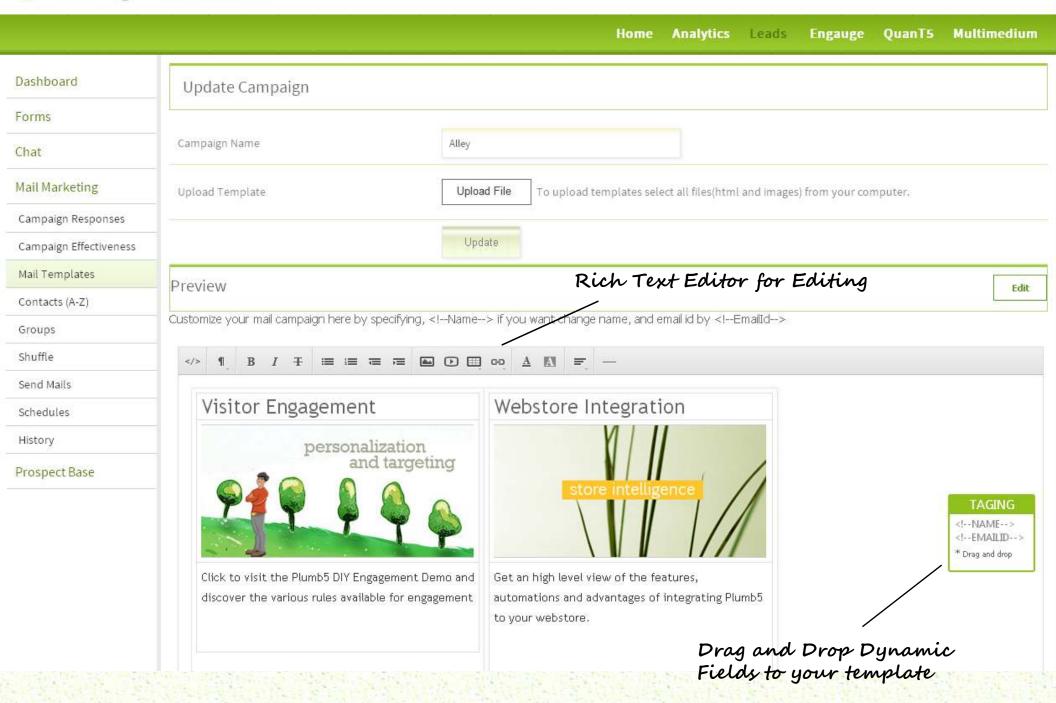
- Manage your email templates
- Edit with RTF Editors
- Drag and drop dynamic mail-merge fields
- Set Alternate Landing page for each campaign
- Set-up Split tests for your campaign



Settings allows you to attach header and footers to your Template



			Home	Analytics	Leads	Engauge	QuanT5	Multimedium
Dashboard	Create Campaign							
Forms								
Chat	Campaign Name							
Mail Marketing	Upload Template	Upload Fil	e To upload templates selec	t all files(html :	and images) i	rom your com	outer.	
Campaign Responses								
Campaign Effectiveness		Create	Upload Fil	es (HTN	1L, Im	ages)		
Mail Templates								
Contacts (A-Z)								
Groups								
Shuffle								
Send Mails								
Schedules								
History								
Prospect Base								



Home Analy

Analytics Leads

Engauge

QuanT5

Multimedium

Dashboard

Forms

Chat

Mail Marketing

Campaign Responses

Campaign Effectiveness

Mail Templates

Contacts (A-Z)

Groups

Shuffle

Send Mails

Schedules

History

Prospect Base

Update Campaign

Preview Mode

Set as Landing Page

Set Alternate Landing Page to your email campaign

Visitor Engagement



Click to visit the Plumb5 DIY Engagement Demo and discover the various rules available for engagement

Webstore Integration store intelligence

Get an high level view of the features, automations and advantages of integrating Plumb5 to your webstore.

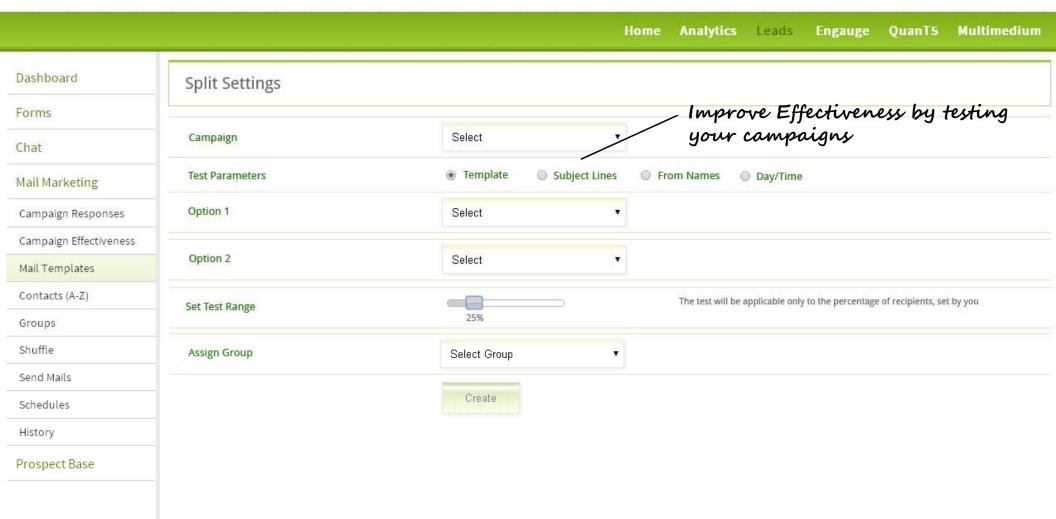
Customer Communities



Social Engagement







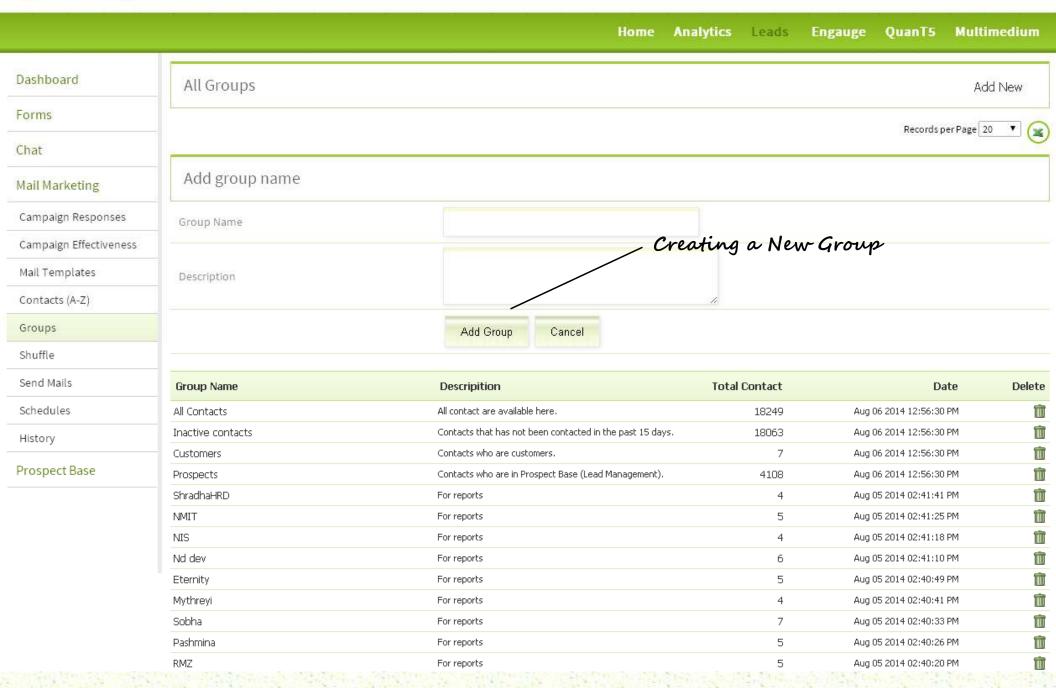
Contact Management

- Manage your contact database
- Import Contacts using Web-services or Manual Upload
- Create Groups and Segments
- Auto-validation of email addresses
- Tagging Social Profile data to email addresses
- Shuffle Contacts between groups using copy and merge functions

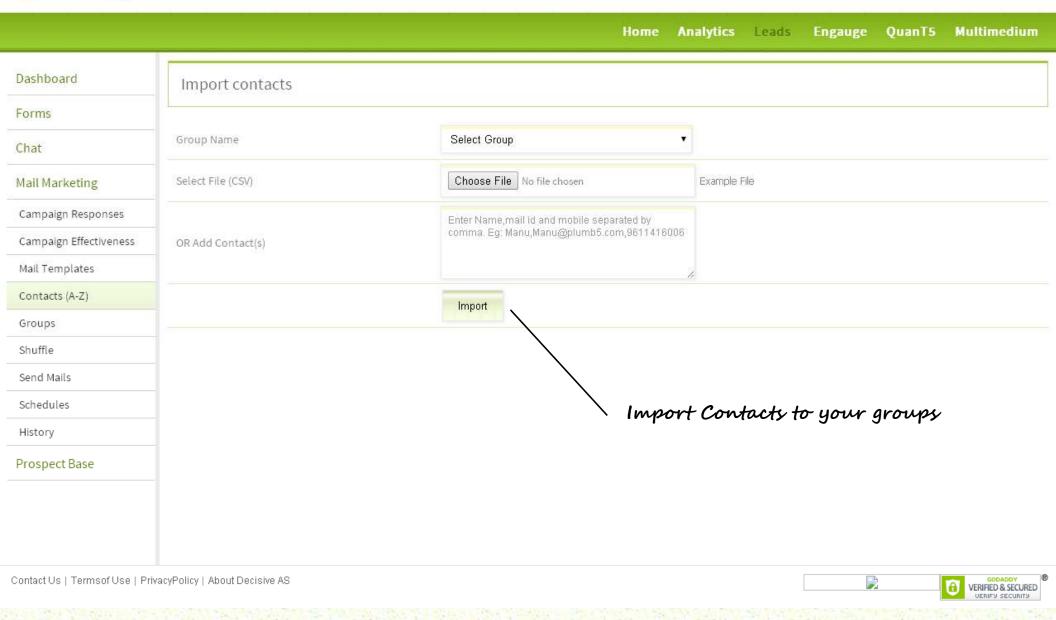


				Home Analyti	cs L	eads Engauge (Quan	T5 Multim	nedium
Dashboard	All Contacts(Group -	Prospects Leads)	Actions	Select Group for action	▼ Sean	ch by emall id		Import Conta	act List
Forms	_	47.5	View all View selected	Actions to ma	nage	,	Reco	ords per Page 20	y (x)
Chat			group contacts Add to group	contacts				30. see v	
Mail Marketing	□ Name	Email Id	Remove from	UCP	Valid	MailId Sco	re	Edit	Delete
to to the	Sakshi New	16,sakshi@gm	group Delete	8	②		0	Edit	
Campaign Responses	1968csm	1968csm@gma		8	0	Import List	0	Edit	
Campaign Effectiveness	Sandesh	29sandesh@gm	250.000.5000.0000.0000.0000.	B	②		0	Edit	Ī
Mail Templates	Anne	a.adstofte@anl	hydro.com	8	②		0	Edit	
Contacts (A-Z)	Aurora	a,menter@neu.	ı.edu	8	0		0	Edit	Û
Groups	Aaron	a.price@harmal	an, com	8	0		0	Edit	Ť
	Agata Agata	a.skowronska@	Dmitsuifoods.com	8	2	Email	0	Edit	î
Shuffle	Anthony	aadame@allstar	ar.com	8	②	Validation	0	Edit	ì
Send Mails	Aaron Aaron	aalberg@real.co	com	8	?		0	Edit	Î
Schedules	Audrey	aanderson@art	techhouse.com	8	?		0	Edit	Î
History	Anand	aapatel@amsup	per.com	8	?		0	Edit	Î
D+ D	Arthur	aarakelian@av	anquestusa.com	8	②	Contact	0	Edit	Î
Prospect Base	aarattu	aarattu@yahoo	o.co.uk	8	②	Contact Intelligence (refer slide 24)	0	Edit	Î
	Aaron	aaron_adjemia	n@datamark.net	8	?	(refer sum 27)	0	Edit	Î
	Aaron	aaronso@bhph	noto.com	8	?		0	Edit	Î
	Amul	aarya@addictin	nggames.com	8	②		0	Edit	Î
	Amy	aasen@cord.ed	du	8	②		0	Edit	Î
	Aashish	aashishsolanki@	@gmail.com	8	②		0	Edit	Î
	Manuj	aathitya@live.c	com	8	0		0	Edit	Î
	Aayush	aayushpahuja@	@gmail.com	8	②		0	Edit	Î
	View More				D 15.4			20 out of 410)8 records









Home Analytics QuanT5 Multimedium Leads Engauge Shuffle Contacts between groups using copy and merge functions Dashboard Manage Forms Forms Move and manage contacts between two groups. Chat C C (M) Ungroup members Ungroup members Mail Marketing whyshouldiprovideemailtoarandompopup@mail.com Edit whyshouldiprovideemailtoarandompopup@mail.com Edit Campaign Responses webchillizinfo@gmai.com Edit webchillizinfo@gmai.com Edit Campaign Effectiveness Vikram Jain vikramjain634@gmail.com Edit Vikram Jain vikramjain634@gmail.com Edit Mail Templates vijugeorgev@gmail.com Edit vijugeorgev@gmail.com Edit vijugeorgev vijugeorgev Contacts (A-Z) v@t.co Edit Edit v@t.co tarunvermaq@gmail.com Edit tarun verma tarunvermaq@gmail.com Edit tarun verma Groups Edit tarun@sunfra.com Edit tarun@sunfra.com Shuffle Swathi Dasari swathi.d@batterylovers.com Edit Swathi Dasari swathi.d@batterylovers.com Edit Send Mails Edit sunny dutta Edit sunny dutta sunny@gmail.com sunny@gmail.com Schedules sunilkumar.ksou@gmail.com Edit sunilkumar.ksou@gmail.com Edit History sumanth kumr sumanthprovab@gmail.com Edit sumanth kumr sumanthprovab@gmail.com Edit Sumanth Kumar sumanthkumr@gmail.com Edit Sumanth Kumar sumanthkumr@gmail.com Edit Prospect Base sukanta sukanta2@decisive.in Edit sukanta sukanta2@decisive.in Edit sukanta1@decisive.in Edit sukanta sukanta1@decisive.in Edit sukanta soma basu soma@gmail.com Edit soma basu soma@gmail.com Edit s@gmail.com Edit s@gmail.com Edit Edit Edit rahul dev sharma ramtajogi.devsharma@gmail.com rahul dev sharma ramtajogi.devsharma@gmail.com rama.king127 rama.king127@gmail.com Edit rama.king127 rama.king127@gmail.com Edit rajendrap rajendrap@gmail.com Edit rajendrap rajendrap@gmail.com Edit Edit Edit pk pk@gmail.com pk@gmail.com

Conditional Automation

- Scheduled Campaign Automation
- Response based n-level workflows for Drip Marketing
- Segment based workflows for targeted email marketing
- Can integrate with web analytics data and you can configure auto-emails based on conditions or event triggers

Home Analytics Leads Engauge QuanT5 Multimedium

Dashboard

Forms

Chat

Mail Marketing

Campaign Responses

Campaign Effectiveness

Mail Templates

Contacts (A-Z)

Groups

Shuffle

Send Mails

Schedules

History

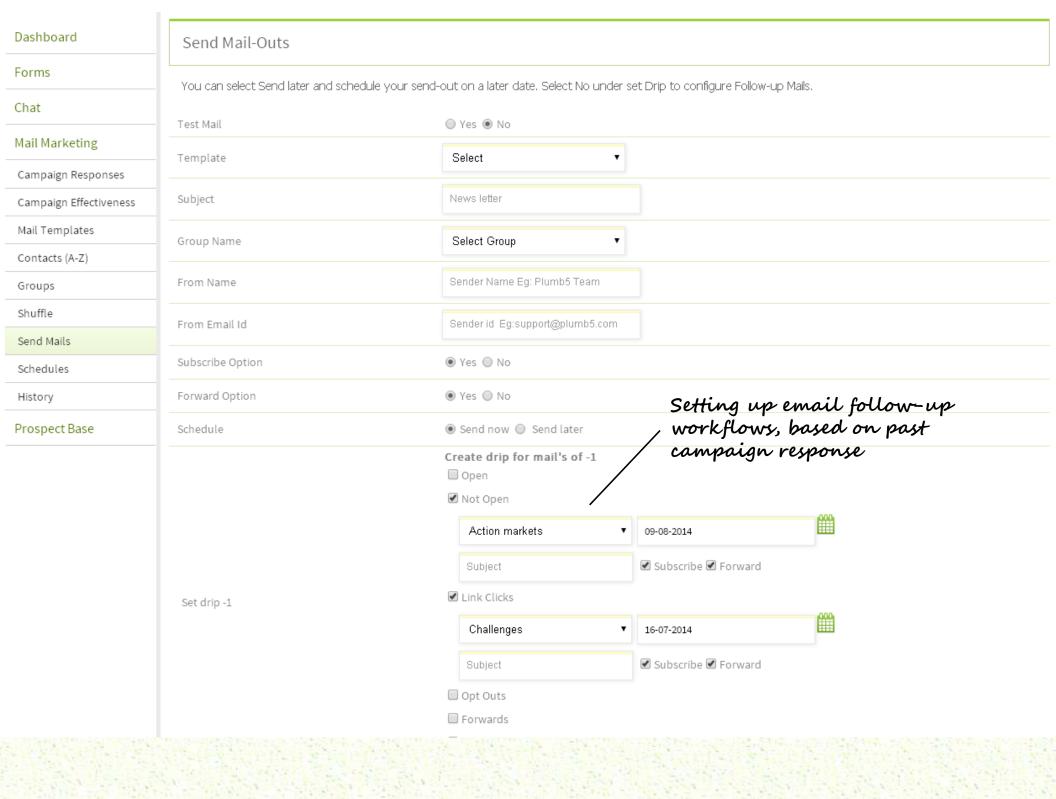
Prospect Base

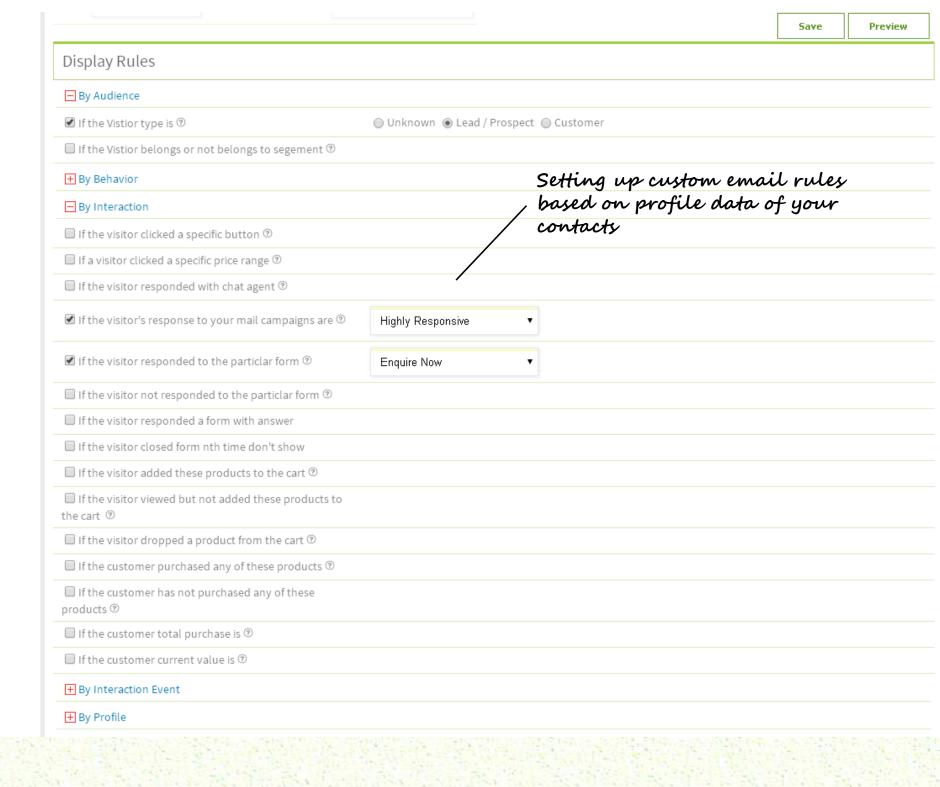
Schedules

List of all pre-scheduled mails and their status.

List of Scheduled Mail Tasks

mpaign	Subject	Drip Condition	Status	Date	Manage	Delete
SelfScript	Discover the power of Real Time Engagement	Link Clicks	⊘	May 26 2014	Done	Û
SelfScript	Discover the Power of Real Time Personalization	Open	❷	May 27 2014	Done	Û
RTE	Discover the Power of Real Time Marketing	Open	❷	May 29 2014	Done	î
ECom2	Customer acquisition Made Easy with Plumb5	Link Clicks	❷	May 29 2014	Done	Û
Alley	Visitor, Social and Transaction Engagement made ea	Link Clicks	❷	Jun 10 2014	Done	Û
RTE	Welcome to the Age of Real Time Marketing	Not Open	❷	Jun 10 2014	Done	Û
Pavan_Ind	Real Time Marketing for Smart Marketing Professionals	Open	❷	Jun 10 2014	Done	Û
P5DBB	Discover The Complete Real Time Marketing Platform	Link Clicks	❷	Jun 09 2014	Done	î
ECom2	Customer acquisition Made easy with Plumb5	Not Open	❷	Jun 09 2014	Done	Û
RTE	Discover Real Time Marketing	Link Clicks	❷	Jun 05 2014	Done	Û
CLM	Discover Customer Retention & Loyalty with Plumb5	Open	❷	Jun 09 2014	Done	Û
ECom2	Plumb5 for E commerce Businesses	Not Open	❷	Jun 05 2014	Done	Û
P5DBB	Experience the Complete Real Time Marketing Platfo	Open	❷	Jun 05 2014	Done	Û
ECom2	Real Time Marketing Automation for Ecommerce	Link Clicks	❷	Jun 04 2014	Done	Û
SelfScript	Create Great Customer Experiences to your Audien	Not Open	❷	Jun 04 2014	Done	Û
CLM	Customer Engagement & Personalization across Cus	Open	❷	Jun 04 2014	Done	Û
RTE	Real Time Marketing - Enabling Smarter Conversions	Link Clicks	❷	Jun 02 2014	Done	Ŵ
Challenges	Solving your Unsolved Marketing Challenges	Not Open	❷	May 26 2014	Done	Û
SelfScript	Discover Customer Experiences In Real Time	Not Open	❷	Jun 02 2014	Done	Û
Challenges2	Discover Unified Customer Experience	Open	⊘	Jun 02 2014	Done	Ŵ
ew More					20 out a	f 63 records





☐ If the visitor added these products to the cart ⑦				Save	Previo
☐ If the visitor viewed but not added these products to the cart ⑦					
☐ If the visitor dropped a product from the cart ⑦					
☐ If the customer purchased any of these products ⑦					
☐ If the customer has not purchased any of these products ⑦					
☐ If the customer total purchase is ⑦		Can in	tegrate with we	b	
☐ If the customer current value is ⑦		analyt	ics data and you	r can	
+ By Interaction Event		Condit	ics data and you we auto-emails ions or event tri	aaers	
By Profile → By Profile				990.7	
Response Setting					
	Un Conditional Conditional	nditional			
	veer@decisive.in	,	add email id separated by comr	na	
Report Through SMS					
Send Mail-Out Responder					
	Template	Select Temp	ate v		
	Mail Subject	Thank you for y	our response		
	Mail From Name	Ex: Gordon Su	mner		
	Mail From Email	Ex: name@exa	mple.com		
Assign sales person					
Redirect Url					

Reports & Insights

- Campaign Effectiveness Report By User
- Campaign Effectiveness Report By Clicks
- Campaign Effectiveness Report By Conversion
- Aggregated Recipient Response History
- Response based segmentation

Jun 04 2014 00:00:00 AM

				Home	Analytic	s Leads	Enga	uge Qu	anT5 Multimedium
ashboard	Mail Campaign Res	ponses							
orms		0	verview of all your	camp	saigns	and i	ts		Records per Page 20 ▼ 🔏
Chat		e	ffectiveness						
Mail Marketing	Campaigns	Sent By	Subject	Sent	Opens	Link Clicks	Opt-outs	Forwards	Date
nait marketing	Challenges2	vineeta	Is Your Marketing Budgets Burning R	110	8	0	0	0	Aug 05 2014 09:20:08 PM
Campaign Responses	Eternity July 2014	Plumb5	Eternity Structures : Plumb5 Activity	5	3	0	0	0	Aug 05 2014 04:37:24 PM
Campaign Effectiveness	ND Dev July 2014	Plumb5	ND Developers : Plumb5 Activity & Tr	6	4	0	0	0	Aug 05 2014 04:37:08 PM
Mail Templates	Mythreyi July 2014	Plumb5	Mythreyi Properties : Plumb5 Activity	4	3	0	0	0	Aug 05 2014 04:36:51 PM
Mail Templates	Kosmoderma July 2014	Plumb5	Kosmoderma : Plumb5 Activity & Traf	6	6	0	0	0	Aug 05 2014 04:36:12 PM
Contacts (A-Z)	ArenaKoram July 2014	Plumb5	Arena Koramangala : Plumb5 Activity	5	3	0	0	0	Aug 05 2014 04:35:54 PM
Groups	NIS July 2014	Plumb5	NIS : Plumb5 Activity & Traffic Repor	4	2	0	0	0	Aug 05 2014 04:35:26 PM
Shuffle	NMIT July 2014	Plumb5	NMIT : Plumb5 Activity & Traffic Rep	5	2	0	0	0	Aug 05 2014 04:35:15 PM
No. of Motion	Shradha July 2014	Plumb5	Shradha HRD: Plumb5 Activity & Tra	4	4	0	0	0	Aug 05 2014 04:34:44 PM
Send Mails	RMZ July 2014	Plumb5	RMZ Homes : Plumb5 Activity & Traff	5	4	0	0	0	Aug 05 2014 04:34:23 PM
Schedules	Pashmina July 2014	Plumb5	Pashmina Developers : Plumb5 Activi	5	4	0	0	0	Aug 05 2014 04:33:43 PM
History	Sobha July 2014	Plumb5	Sobha Developers : Plumb5 Activity	7	3	0	0	0	Aug 05 2014 04:33:10 PM
	🛂 wide	Plumb5	Publishing Targeted Campaigns in 3	2662	110	5	1	0	Jul 17 2014 04:46:46 PM
rospect Base	Alley	vineeta	Plumb5 - The Power Packed Real Tim	92	12	1	0	0	Jul 17 2014 00:42:00 AM
	wide wide wide wide wide	Plumb5	Set up your targeting campaigns in 3	15	2	0	0	0	Jul 16 2014 05:17:07 PM
	Challenges2	Admin	hi	2	2	0	0	0	Jul 02 2014 01:02:52 PM
	🛂 Statia	Plumb5	hello there	1	1	0	0	0	Jun 20 2014 11:50:47 AM
	Attrib	Plumb5	Is Your Attribution Model Indicating	2671	233	36	7	0	Jun 16 2014 07:02:15 PM
	Conversion	Plumb5	Automate Your Conversion Campaigns	2682	276	17	11	0	May 29 2014 12:51:48 PM
	Alley	Plumb5	hi plumb5	1	0	0	0	0	May 28 2014 10:20:14 AM
	Challenges	Plumb5	All Your Digital Marketing Challenges	99	64	2	4	0	May 22 2014 11:43:47 AM

Create Great Customer Experiences ...

32

Plumb5

Home Analytics Leads Engauge QuanT5 Multimedium

Orts by Clicks

Campaign break-up by click effectiveness

Sent By Subject Total-URL Total Click Total Unique-Click Date

Forms	Campaign Reports by Clicks Campai
Chat	

Campaign Responses

Campaign Effectiveness

Mail Templates

Mail Marketing

Contacts (A-Z)

Groups

Shuffle Send Mails

Schedules

History

Prospect Base

Date	Total Unique-Click	Total Click	Total-URL	Subject	Sent By	Campaign
Jul 17 2014 04:46:46 PM	5	5	1	Publishing Targeted Campaigns in 3 Steps	Plumb5	🞑 wide
Jul 17 2014 00:42:00 AM	1	1	1	Plumb5 - The Power Packed Real Time Ma	vineeta	Alley
Jun 16 2014 07:02:15 PM	36	36	2	Is Your Attribution Model Indicating The	Plumb5	Attrib
May 29 2014 12:51:48 PM	17	24	9	Automate Your Conversion Campaigns	Plumb5	Conversion
May 22 2014 11:43:47 AM	2	3	2	All Your Digital Marketing Challenges - No	Plumb5	Challenges
May 13 2014 11:46:19 AM	2	3	1	Unified Customer Experience Across Tou	Plumb5	🔽 Three
May 12 2014 02:42:07 PM	19	27	1	Unified Customer Experience Across Web	Plumb5	☑ Three
May 06 2014 11:02:28 AM	5	7	2	All Your Unsolved Marketing Challenges N	Plumb5	Challenges
May 05 2014 07:39:56 PM	8	11	4	All your Unsolved Marketing Challenges	Plumb5	Challenges
Apr 28 2014 03:40:08 PM	1	1	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 03:36:38 PM	3	3	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 03:35:47 PM	1	1	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 12:40:16 PM	1	1	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 12:39:35 PM	1	6	6	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 12:35:26 PM	1	1	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 12:33:05 PM	2	2	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 28 2014 12:29:58 PM	1	1	1	Is Your Marketing Budgets Burning Real F	Plumb5	Challenges2
Apr 21 2014 06:51:36 PM	1	2	2	Fab Four Features in Audience Engagem	Plumb5	Alley
Apr 12 2014 09:42:15 AM	1	1	1	Solving Digital Marketing Challenges	Plumb5	Challenges
Apr 11 2014 01:14:52 PM	1	1	1	Solving Digital Marketing Challenges	Plumb5	Challenges
20 out of 79 records						view More

Multimedium

9 out of 9 records

	Campaign break-up by Unique URL	Records per Page 20 ▼
	Campaign Reports by Clicks	
ı		

Home

Analytics

Leads

Engauge

QuanT5

Click-URL	Total Click	Total Unique-Click
http://ecom.plumb5.com/	14	14
http://www.linkedin.com/company/decisive-analytical-solutions	1	1
http://www.plumb5.com	3	3
http:/ecom.plumb5.com/	1	1
http://www.linkedin.com/company/decisive-analytical-solutions	1	1
http://www.plumb5.com	1	1
https:/plus.google.com/101081813737587134001/about	1	1
https:/twitter.com/microgreen	1	1
https://www.facebook.com/plumb5	1	1

Shuffle Send Mails Schedules

Prospect Base

Dashboard

Mail Marketing

Mail Templates

Contacts (A-Z)

Groups

History

Campaign Responses

Campaign Effectiveness

Forms

Chat

Contact Us | Termsof Use | PrivacyPolicy | About Decisive AS



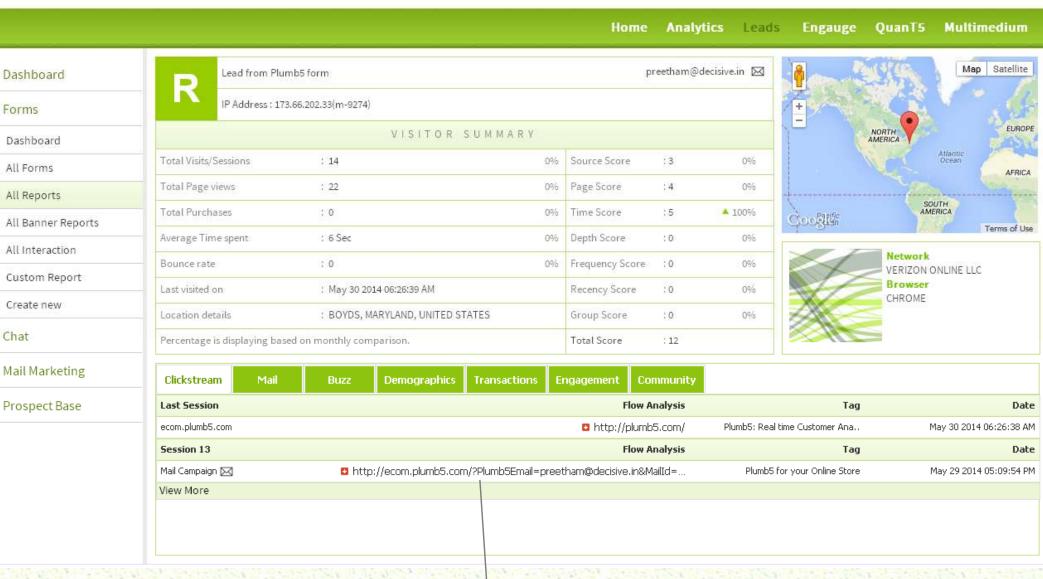


		Home	Analytics	Leads	Engauge	QuanT5	Multimedium
Dashboard	Respondents who got th	e campaign					
Forms	Carragia, lava	de van haadha in an Danaan dan le				Bacards p	erPage 20 ▼ 🐷
Chat	Campaign bred	k-up by Unique Respondents				Records p	er Page 20 🔻
	Email Id	UCP					
Mail Marketing	psatish999@gmail.com	8					
Campaign Responses	manasav4@gmail.com	8					
Campaign Effectiveness	shreedhar.kv@gmail.com	8					
Mail Templates	uday@iyogi.com	8					
· · · · · · · · · · · · · · · · · · ·	tmaggio@us.ibm.com	&					
Contacts (A-Z)	preetham@decisive.in	8					
Groups	madhuvana@gmail.com	8					
Shuffle	stevebryant@ateras.com	&					
Send Mails	vineet.bbx@gmail.com	&					
	info@flywidus.com	8					
Schedules	mgsuneel@gmail.com	8					
History	ranganath@ramky.com	8					
Prospect Base	info@ckdigital.net	8					
	sales@ecommercemaker.com	8					
							14 out of 14 records
				18	1. 18		West and the

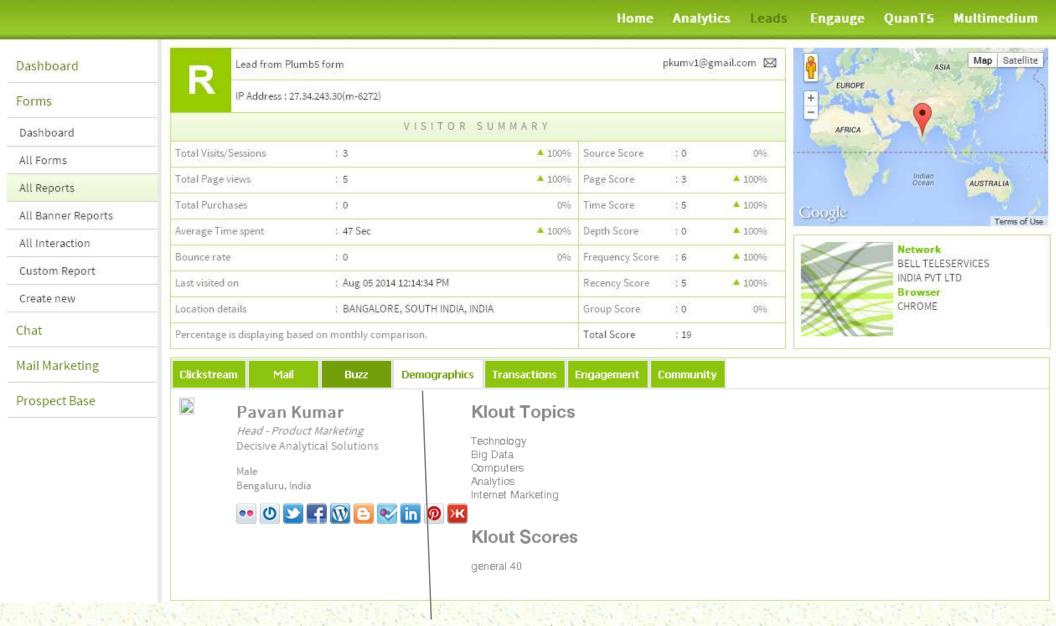
Forms

All Forms

Chat



Campaign Last Mile Effectiveness - Click through click-stream



Tagging Public Social Profiles to your Contacts for demographic insights



			Home	Analytics Lead	ds Engau	ge Quanl	75 Multimedium
Dashboard	Mail History	Sort By	•	OR Sort By Campai	jn ▼	Search by en	nall id
Forms	View response history of all contacts.	Sort By Highly Responsive Responsive				Reco	rds per Page 20 ▼ 🙀
Chat	-	Low Response Viewer	Low Response			TOTAL PETRON IS THAT WE ARRANGE.	
Mail Marketing	Email Id Total	Change subjectline		Opened	Clicks	Forwarded	Last Sent Date
Mattwarkeung	☐ 16.sakshi@gmail.com	Rethink Dislikers		0	0	0	Jul 17 2014 04:47:20 PM
Campaign Responses	wide		1	0	0	0	Jul 17 2014 04:47:20 PM
Campaign Effectiveness	Attrib		1	0	0	0	Jun 16 2014 07:02:47 PM
57 550 20 Harris 10 10 10	Conversion		ĵi.	0	0	0	May 29 2014 12:52:25 PM
Mail Templates	Three		1	0	0	0	May 12 2014 02:43:54 PM
Contacts (A-Z)	Three		ì	0	0	0	May 14 2014 03:04:21 PM
Groups	Statia		î	0	0	0	Sep 17 2013 12:01:58 PM
Shuffle	Statia		1	0	0	0	Sep 17 2013 10:20:11 AM
	P5DBB		1	0	0	0	Sep 02 2013 11:03:50 AM
Send Mails	Pavan_Ind		1	0	0	0	Aug 06 2013 11:34:12 AM
Schedules	□ RTE		1	0	0	0	Jul 29 2013 12:40:36 PM
History	™ RTE		1	0	0	0	Jul 24 2013 10:32:09 AM
	□ RTE		1	0	0	0	Jul 24 2013 09:32:53 AM
Prospect Base	± 1956.raman@gmail.com	3	4	0	0	0	Sep 17 2013 01:37:47 PM
	± 1968csm@gmail.com	5	8	0	0	0	Sep 17 2013 12:28:21 PM
	± 21centuryweb@gmail.com	5	5	2	0	0	Jul 17 2014 04:46:51 PM
	± 29sandesh@gmail.com	8	12	0	0	0	Jul 17 2014 04:47:21 PM
	± 2andyr@in.com	3	4	0	0	0	Sep 17 2013 01:03:26 PM
	± 31danderson@gmail.com	1	1	0	0	0	Aug 28 2013 08:25:29 PM
	± 32smilesdentalspa@gmail.com	4	5	0	0	0	Jul 17 2014 04:46:50 PM
	+ 4mdynamiks@gmail.com	3	4	0	0	0	Sep 17 2013 01:35:05 PM
	+ 69.rajesh@gmail.com	3	4	0	0	0	Sep 17 2013 01:37:29 PM
		NAME OF TAXABLE					CLEAN LINES.

Response based segmentation of your respondents based on their interactions

Helping marketers run effective email campaigns



