



...where engineering brilliance boosts driver's efforts, skills and acumen to produce a fine result

# Introduction

Plumb5 is designed to address the needs of an agile marketer where speed, efficiency and timely decisions, play a constant factor in determining great results.

Plumb5 is an integrated customer intelligence platform that creates unified profiles on each customer in order to align all interactions of an individual customer so as to optimize conversion campaigns

Plumb5 is designed for conversion efficiency, real-time decision making and quick returns on marketing investments



## Unified Data

Plumb5 enables the marketer to align customer data from various data sources across touch-points. This alignment creates full degree view of the customer mapping behavior, actions, responses, transactions and sentiments

Understanding the customer in full degree allows the marketer to make sound decisions, thereby implementing an effective conversion strategy.

Data scoring models for each inter-action allows auto-segmentation of customers based on defined models, helping in automating subsequent actions in real-time.



## Performance Accelerators

Seamless integration and real-time intelligence assists marketers to effectively improve KPIs by way of automation based on trends and past aggregated scores.

Experience acceleration in customer profitability by optimizing the below KPIs

**Decreased average cost per lead** by increasing traffic to lead ratio

**Decreased average lead conversion costs** through automations and usage of cost effective messaging mediums like web, mail, and social

**Decreased average retention cost** through automations and usage of messaging mediums like web, mail, and social

**Increased average revenue per customer** through personalization, engagement and deeper insightful segmentation, propelled by automation

## Acquisition Optimization

Customer Acquisition Costs can be optimized by increasing traffic to customer ratio by activating automated lead generation workflows

As inbound traffic is monitored till customer conversion, it gets easy for marketers to credit for conversions at each touch-point. Optimize cost spends by investing on the right traffic sources.

Enable context based targeting automation to incoming traffic and drive them through desired funnels, increasing traffic to lead ratio and subsequently lead to customer ratio

## Retention Control

Estimating a near-accurate churn rate and taking measures to increase retention can be achieved by knowing your customer in full degree

Mapping customer sentiments across social, web, mail and CRM data to customer behavior and transactions data allows the marketer to visualize and analyze customer satisfaction. Based on this analysis, retention campaigns can be automated, to optimize churn rate.

Based on drifting indices, triggers can be set to update marketers of such customers, where custom campaigns can be conducted to retain the customer, thus facilitating better control



## Automations

The big advantage in Plumb5 is the ability to set workflows based on numerous parameters, enabling automation across customer conversion cycles

7 distinct conversion workflows are defined to constantly stage customer communication for progressive responses. Below are the pre-defined workflows that keep customers ticking-

1. Engage anonymous visitors to leads
2. Engage leads with drip messaging
3. Cohort based content testing
4. On-Page Personalization
5. Cart Abandonment and Follow-up
6. Cross-sell / Up-sell / Cycle-based sell
7. Customer Satisfaction

## Lower TCO

Organizations can save a considerable amount (30%) on their marketing technology investments, by adapting to cloud based deployment and an integrated environment

Since the data is pre-tagged, it saves the marketing team on investments needed for additional data integration

Businesses save a lot of time and money as the integrated platform offers the entire marketing team to work on a common data platform.

After competitive research and comparison of various marketing features and prices, Plumb5 can save businesses, about 25% of their current marketing tool expenses



Built for efficiency and speed

[www.plumb5.com](http://www.plumb5.com)

