p5

SEGMENT OF ONE
PLATFORM

THIS DECK COVERS

- **HOW PLATFORMS AND CUSTOMER ENGAGEMENT WILL BE IN THE AGE OF AUTOMATION**

- **SEGMENT OF ONE SYSTEMS AND HOW IT SOLVES CURRENT CUSTOMER RELATED PROBLEMS**

- **PLUMB5 AS A SEGMENT OF ONE PLATFORM**

WHAT IS SEGMENT OF ONE PLATFORM

PLUMB5 IS A SEGMENT-OF-ONE PLATFORM THAT SERVES DATA FOR SEGMENT-OF-ONE MARKETING

SEGMENT OF ONE MARKETING REFERS TO THE ABILITY TO TRACK AND UNDERSTAND INDIVIDUAL CUSTOMER BEHAVIOR AND THE ABILITY TO USE THE INFORMATION SYSTEM TO CUSTOMIZE THE PRODUCT AND PERSONALIZE THE SERVICE TO THE INDIVIDUAL CUSTOMER.

A PERSPECTIVE

AS WE HEAD TOWARDS THE AGE OF AUTOMATION, IT IS EXTREMELY IMPORTANT TO ALIGN PROCESSES AND INTELLIGENCE IN ORDER TO BRING OUT SMART AUTOMATION

ILLUSTRATING THE PLAY OF SEGMENT OF ONE PLATFORM IN THE AGE OF AUTOMATION

1:1 MARKETING PLATFORM

IN THE COMING YEARS, EVERY BUSINESS HAS TO HAVE A 1:1 MARKETING PLATFORM TO SOLVE CUSTOMER PROBLEMS AND OPTIMIZE GROWTH

CUSTOMER1
CUSTOMER2
CUSTOMER3
CUSTOMER4

DATA CONNECTORS

SEGMENT OF ONE PLATFORM
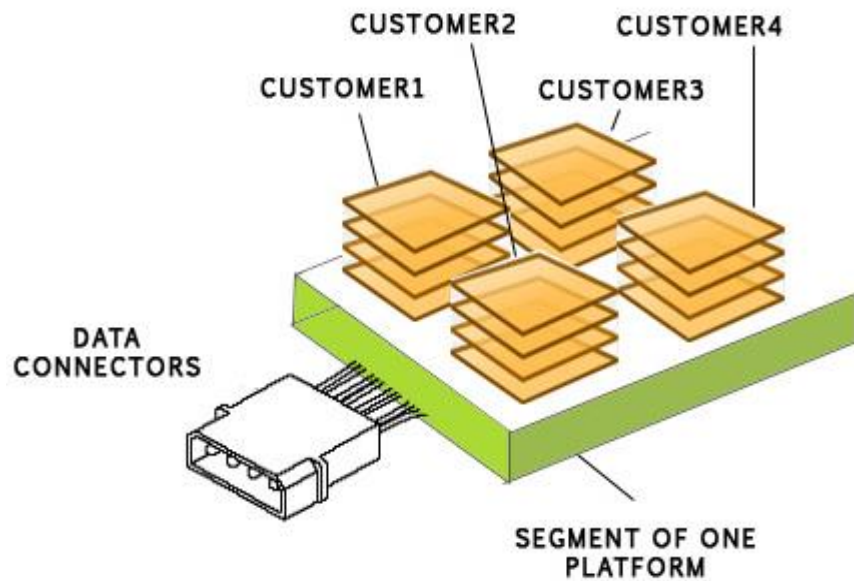
SINGLE WORKING ENVIRONMENT

EVERY CUSTOMER FACING BUSINESS MEMBER WILL WORK ON A COMMON COLLABORATIVE CUSTOMER PLATFORM

BUSINESS TEAM   MARKETING   SUPPORT   SALES

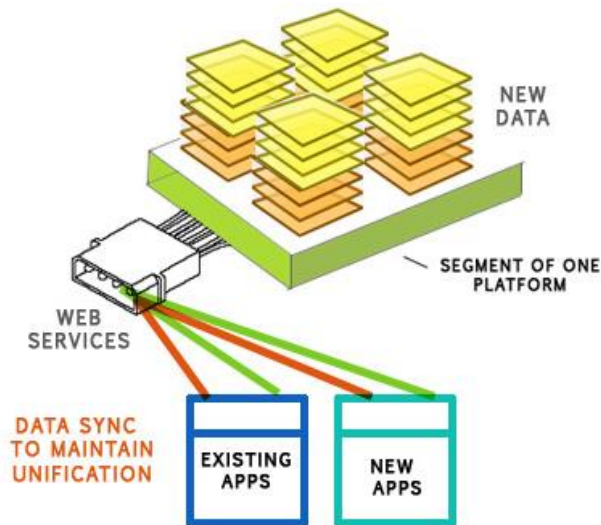CONTENT   BRAND   VENDOR

Every member will have access to updated customer insights at all time

SINGLE PLATFORM TO BUILD & ENGAGE

TECHNOLOGY VENDORS CAN CONNECT APPLICATIONS AND DEVICES TO GET/POST DATA AND BUILD APPLICATIONS OVER PLUMB5 UNIFIED DATA

NEW DATA

SEGMENT OF ONE PLATFORM

WEB SERVICES

DATA SYNC TO MAINTAIN UNIFICATION

EXISTING APPS

NEW APPS

MARKETING SERVICE VENDORS LOG INTO CLIENT ENVIRONMENT TO EXECUTE CAMPAIGNS FOR THEIR CUSTOMERS OR CONDUCT SOCIAL ADVOCACY

MARKETING AGENCIES

CREATIVE/AD AGENCIES

SALES/SUPPORT AGENCIES

Build Apps over the platform to maintain data unification. No more data silos
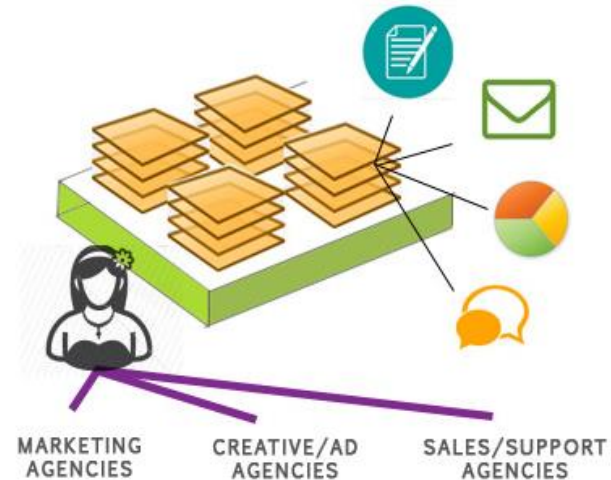
Vendors will access the same customer data for engagement and analysis

SINGLE PLATFORM TO PLUG & PLAY

ACCESS TO ALL KINDS OF APPS THAT IS PLUGGED TO THE PLATFORM

MARKETPLACE

APPS | ANALYTICAL MODELS
DASHBOARDS | CHARTS
DEVICE CONNECTORS
TEMPLATES | AI LIBRARIES
CONTENT GENERATORS

REACH OUT FOR PROFESSIONALS AND FREELANCERS TO EXECUTE

DESIGNERS | DEVELOPERS
ANALYSTS | CAMPAIGN STRATEGISTS
CONTENT WRITERS | FREELANCERS
CHAT AGENTS | DIGITAL SALES

Third party apps can be plugged over customer data to generate desired outputs

Access to consultants to execute tasks requiring human skills & intelligence
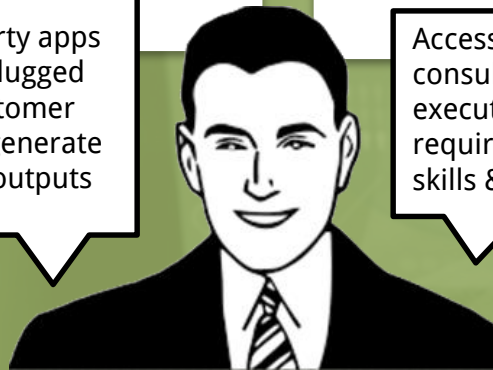
ONE PLATFORM
TO MANAGE THE ENTIRE ECOSYSTEM

AS CUSTOMER DATA IS ALL IN ONE PLACE, IT BECOMES EASIER TO RUN ENGAGEMENT AUTOMATION ACROSS ALL TOUCH-POINTS

USE CASES >>

Instore Behavior and Personalized Offers

Using **Plumb5 Unified Stack**, Retail Stores can improve customer experience in real-time by providing offers and recommendations based on browsing behavior in the store
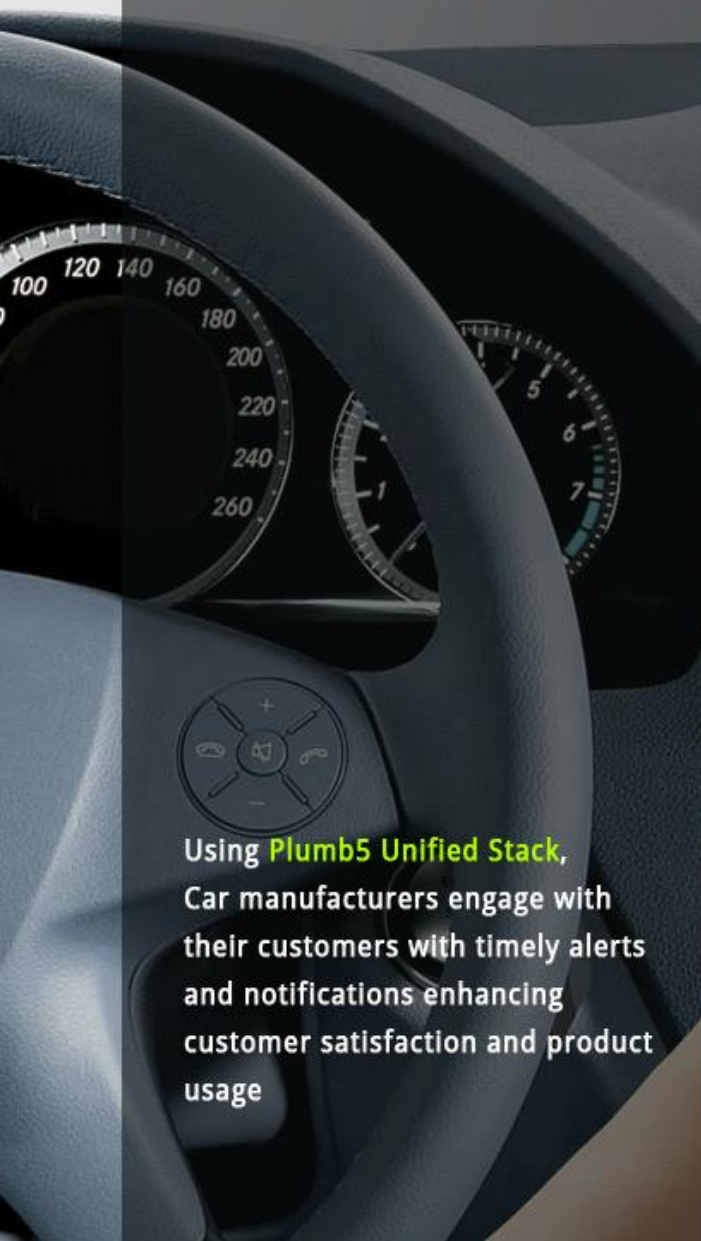
images from google search

Using **Plumb5 Unified Stack**,
Healthcare Service Providers are
successfully engaging patients
with prescriptions and advices
based on progress, schedule and
diet of their patients

PRESCRIPTION
PRESCRIPTION
PRESCRIPTION
PRESCRN

AGE 72 | BLOOD GROUP O+ | PRESSURE: 137/93

CONSTICTIVE BRONCHITIS

MEASURE 1: READING 1 DATE

MEASURE 1: READING 1 DATE

MEASURE 1: READING 1 DATE

MEASURE 1: READING 1 DATE

SIMULATION

RECOVERY MONITOR

Patient Data Unification + Personalization

images from google search

SERVICE DUE IN 300 kms
BOOK YOUR SERVICE SLOT

REDEEM POINTS

MENU

Using **Plumb5 Unified Stack**, Car manufacturers engage with their customers with timely alerts and notifications enhancing customer satisfaction and product usage
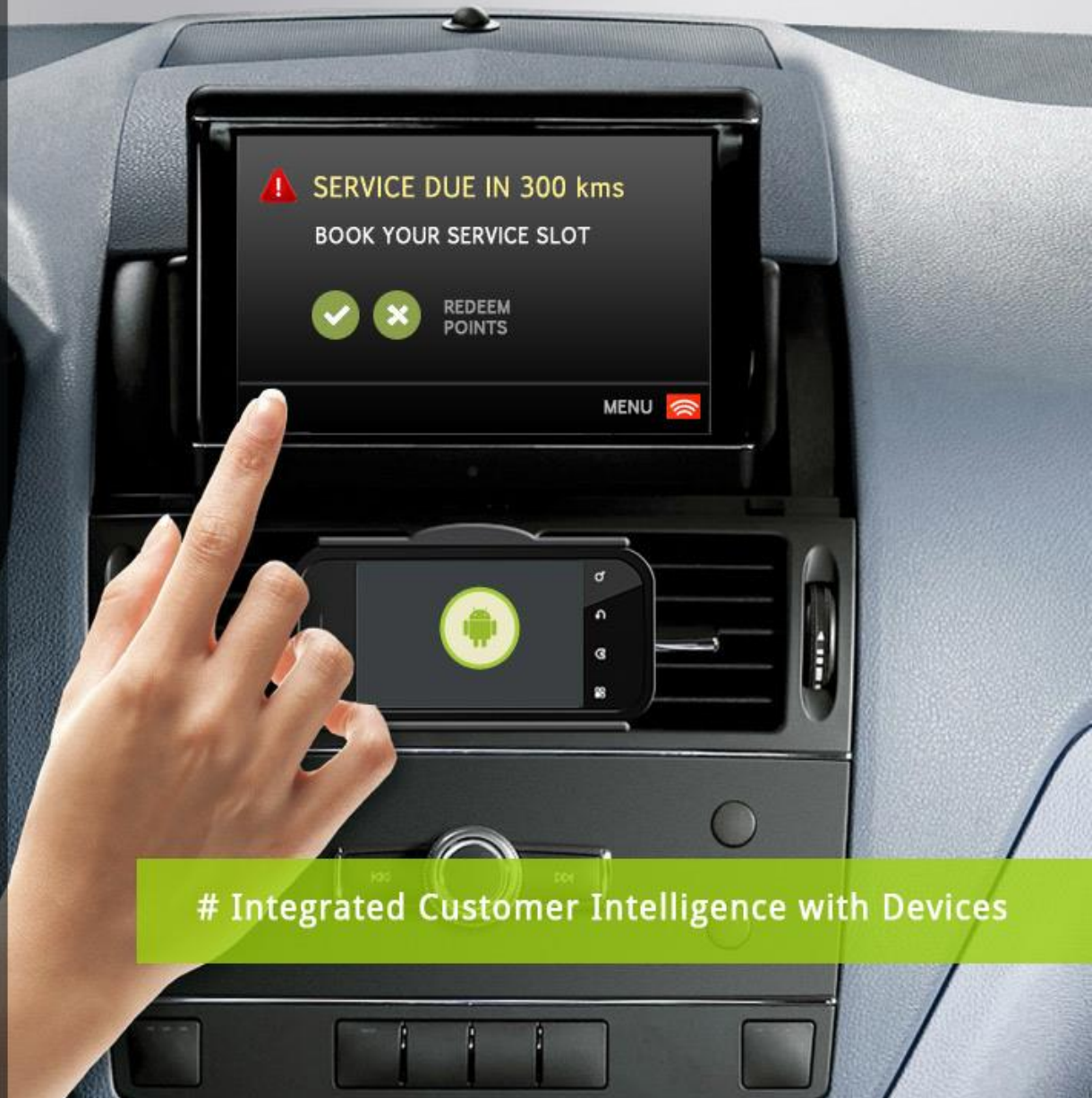
Integrated Customer Intelligence with Devices

Using **Plumb5 Unified Stack**,
Restaurant businesses using
humanoids for customer service,
can identify customers and
recommend based on past
perferences

Personalized Data for Droid Communication

Personalized Learning

Using **Plumb5 Unified Stack**, Online Education businesses are creating bespoke programs based on past behavior and learning abilities

Personalized Content Delivery

Using **Plumb5 Unified Stack**, Content Publishers can personalize and recommend programs based on watching behavior to enhance delight and usage

images from google search

GARTNERS PREDICTION

System Era (2000-2010)	Business Analytics Era (2010 – 2014)	Personal Era (2014 – 2020)	Ecosystem Era (2020 - ?)
Centralized	Decentralized	Individualized	**Optimized/Synthesized**
One to many	One to few	**One on one and "segment of one"**	We are one
Descriptive	Diagnostic	Predictive	**Prescriptive**
Consolidation	Tool Proliferation	Consumerization	**Industrialization**
Top-down Design/ Performance Management	Bottom-up Experimentation/ data discovery	Bimodal	**Bottom-up design**
Integration & Reuse	Vertical & Horizontal Context	Personal Context	**Digital Business**
Governed	Loosely-coupled	Disconnected	**Synthesis**
Systems of Records	Systems of Differentiation	Systems of Innovation	**Ecosystem/ System of optimization**
25% of users "the access to right information"	50% users The business analyst & her/his ecosystem	75% of users "information Workers"	**100 % users "workers with Information"**

And if I said, the highlighted concepts are already applied or available as a platform
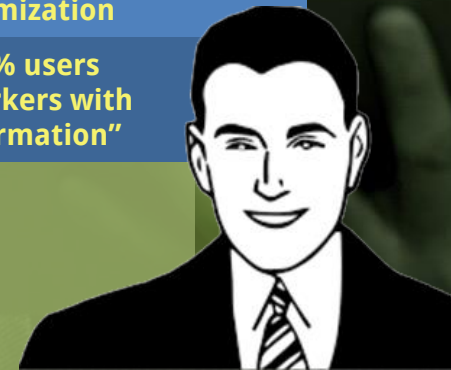
Before that, let me walk you through the problem solving nature of the **segment of one platform**

A SLICE OF CUSTOMER CENTRIC BUSINESS

GROWTH AND PROFITABILITY

SPENDS, REVENUE AND PROFITS

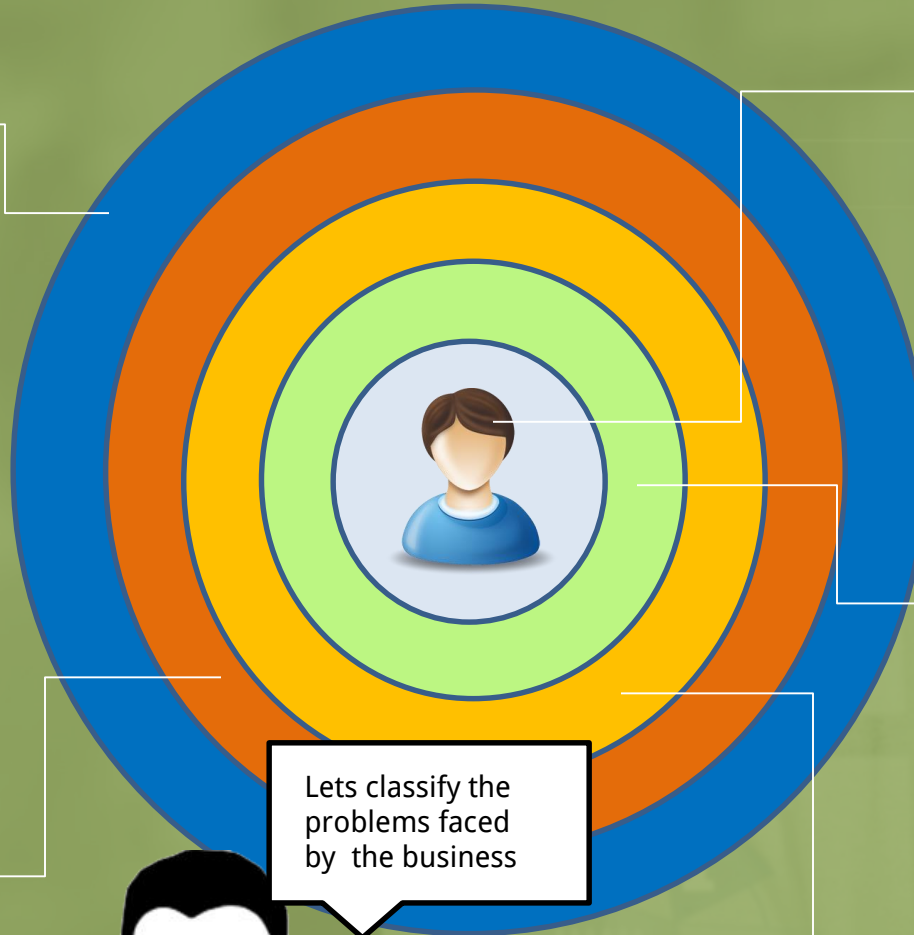**CUSTOMER AT THE TOUCHPOINT**

ENGAGEMENT

CUSTOMER DATA

SINGLE CUSTOMER VIEW

COLLABORATION

ENGAGEMENT PEOPLE

(MARKETERS, SALES, CUSTOMER SUPPORT)

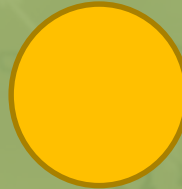Lets classify the problems faced by the business

ENGAGEMENT SYSTEM

AUTOMATION

THE BEAUTY OF
SEGMENT OF ONE PLATFORM
IS THAT IT SOLVES ALL THE CLASSIFIED PROBLEMS

SINGLE CUSTOMER VIEW

ENGAGEMENT

AUTOMATION

COLLABORATION

SPENDS, REVENUE AND PROFITS

SEGMENT OF ONE PLATFORM MAKES A BIG DIFFERENCE

 # SEGMENT OF ONE PLATFORM STACKS DATA BY INDIVIDUAL CUSTOMER. THIS CREATES AN ABSOLUTE SINGLE CUSTOMER VIEW

 # WITH SINGLE CUSTOMER VIEW, YOU HAVE THE RIGHT INSIGHTS FOR ONE-TO-ONE ENGAGEMENT FOR BEST EFFECTIVENESS

 # WITH SINGLE CUSTOMER DATA, AUTOMATIONS BECOME SIMPLER AND FASTER

 # MARKETERS, SALES AND CUSTOMER SERVICE WORK ON THE SAME CUSTOMER AT VARIOUS STAGES. THEY NEED TO BE AWARE OF THE LATEST INSIGHTS OR RESPONSES FOR EFFECTIVE DIALOGUE. THE PLATFORM ALLOWS USERS TO SHARE AND COLLABORATE TASKS AND REPORTS WITH OTHER TEAM MEMBERS

 # SINGLE CUSTOMER DATA ALSO HOLDS TRANSACTIONAL DATA ,SOURCE DATA,AND ENGAGEMENT DATA WHICH REVEALS THE COST SPENT AND REVENUE EARNED FROM THAT SINGLE CUSTOMER . THIS WILL HELP IN MONITORING CUSTOMER VALUE IN REALTIME

Notice how unified customer data can solve problems by applying tags across your data

SINGLE CUSTOMER VIEW

SINGLE CUSTOMER VIEW IS THE BIGGEST CHALLENGE FACED BY MARKETERS AS CUSTOMER DATA IS AVAILABLE IN DIFFERENT DATA SILOS AND IS EXTREMELY TRICKY TO CONNECT THE DATA TO A SINGLE VIEW

A SEGMENT OF ONE PLATFORM TAGS CUSTOMER INTERACTION DATA ACROSS ALL SOURCES AND BUILDS A UNIFIED FILE TO GENERATE SINGLE CUSTOMER VIEWS

Single Customer View is the biggest challenge

Report: 89% Of Marketers Have Problems With Cross-Channel Marketing, Data Linkage Is The Biggest Culprit

A new study shows that data linkage is again the biggest challenge to marketers and their cross-channel marketing efforts.

SINGLE CUSTOMER VIEW

CONNECTED DATA SOURCES
CONNECT ALL YOUR DATA SOURCES CONTAINING CUSTOMER INTERACTIONS TO CREATE A UNIFIED FILE. CREATE SEGMENTS FILTERED ON UNIFIED DATA
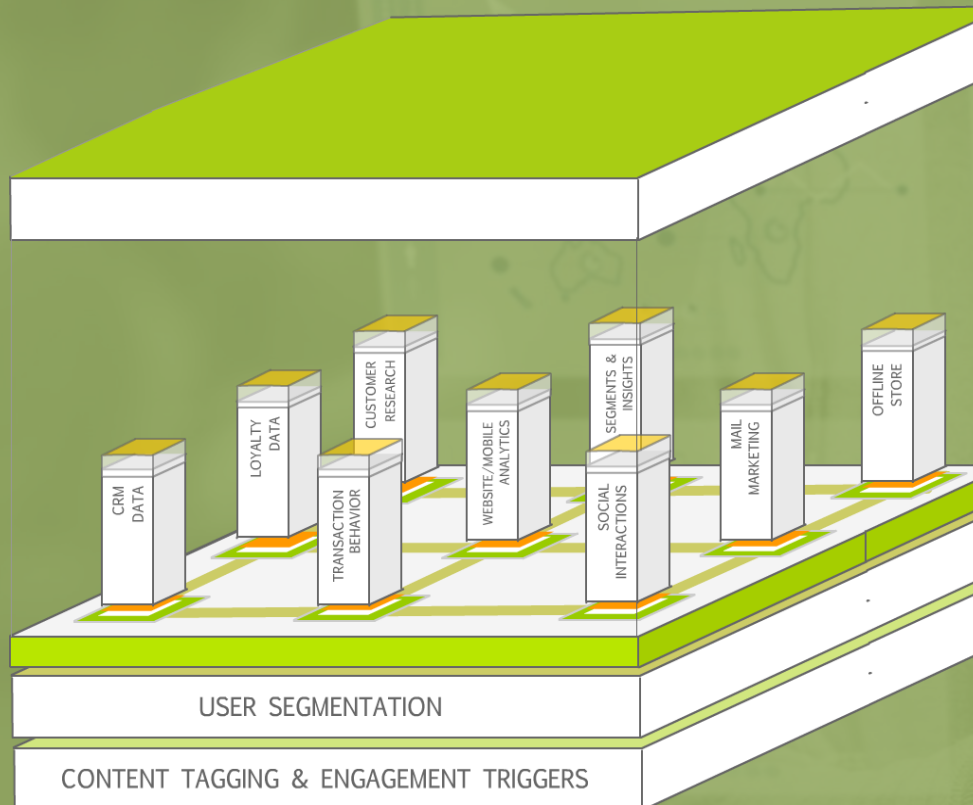
SINGLE CUSTOMER VIEW

360 DEGREE CUSTOMER OUTLOOK
ONCE CONNECTED, THE PLATFORM GENERATES A UNIFIED FILE THAT COVERS EVERY ASPECT OF THE CUSTOMER

A complete view by touch-point tags and insight indicators

SINGLE CUSTOMER VIEW

INBUILT REAL-TIME PROPENSITY SCORING
THE PLATFORM COMES WITH AN INBUILT SCORING MODEL THAT SCORES EVERY INTERACTION IN REAL-TIME AND USES IT TO SEGMENT USERS. THIS MAKES IT READY FOR ENGAGEMENT AUTOMATION

RECORD → **SCORE** → **SEGMENT**

RECORDS ALL CUSTOMER INTERACTIONS ACROSS ALL WEB BASED APPS

ASSIGNS SCORES TO ALL INTERACTIONS BASED ON SCORES SET BY YOU

AUTOMATED SEGMENTS BASED ON RULES AND CONDITIONS SET BY YOU

Scoring allows to generate indicators and add a segment tag to the profile based on score ranges

SINGLE CUSTOMER VIEW

360 DEGREE CUSTOMER VIEW
CUSTOMER MARKETERS VIEW TO ANALYZE AND UNDERSTAND THE CUSTOMER TO ITS DEEPEST POINT

Single Customer data – All in one place

ENGAGEMENT

THE CURRENT PROBLEM IS THAT ENGAGEMENT IS POSSIBLE WITH INSIGHTS AVAILABLE FROM ONE OR TWO SOURCES. DUE TO INCOMPLETE INFORMATION , THE ENGAGEMENT CAMPIGNS LACK RELEVANCE AND EFFECTIVENESS

WITH SINGLE CUSTOMER DATA, IT BECOMES EASIER FOR ENGAGEMENT MARKETERS TO DERIVE INSIGHTS FROM UNIFIED DATA AND ENGAGE BASED ON CONTEXT, IN REAL-TIME

ENGAGEMENT

CONNECTED TOUCH-POINTS
THE PLATFORM CONNECTS TO ALL TOUCH-POINTS AS ALL CUSTOMER ENGAGEMENT HAPPENS AT ANY OF THESE TOUCH-POINTS

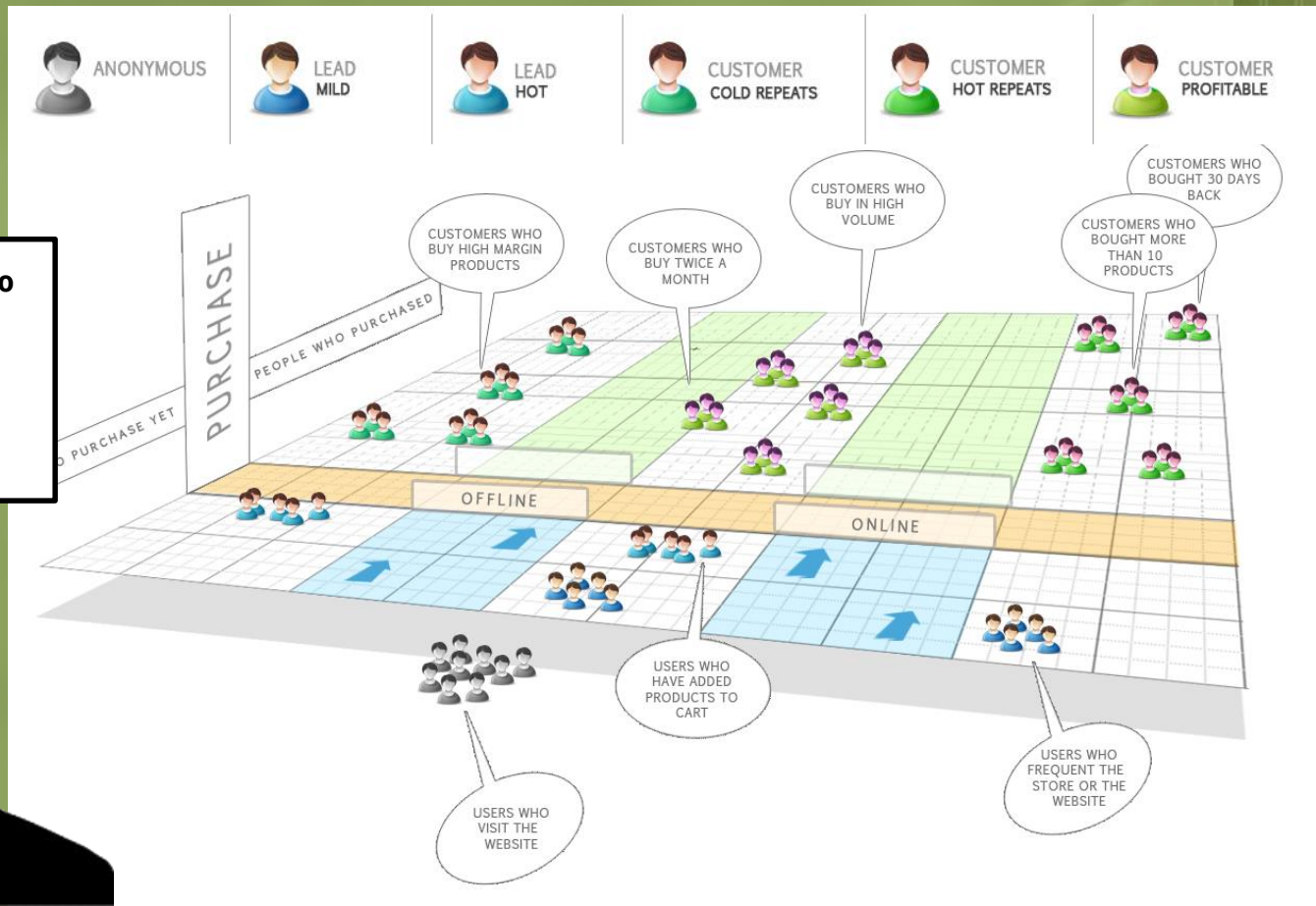**Tracking every touch-point for interactions and responses for continuous insight generation**

ENGAGEMENT

USER IDENTIFICATION FOR TARGETING
THE PLATFORM CREATES A UNIQUE TAG BASED ON CUSTOMER STATUS WHICH IS EXTREMELY IMPORTANT FOR CONVERSION ENGAGEMENT

ENGAGEMENT

ENGAGEMENT EDITOR
A DO-IT-YOURSELF ENGAGEMENT EDITOR FOR MARKETERS TO QUICKLY PUBLISH 1:1 PERSONALIZATION

A quick editor to change engagement UI, apply rules and publish

ENGAGEMENT

CONDITIONS OVER SEGMENT-OF-ONE DATA
THE PLATFORM PROVIDES AN INTUITIVE VISUAL INTERFACE TO CREATE SEGMENTS OVER MULTIPLE CONDITIONS

Set Engagement rules based on behavior, interactions, responses, transactions and sentiments

AUTOMATION

CREATING SEAMLESS AUTOMATION OVER DATA SPREAD ACROSS VARIOUS SYSTEMS IS A HERCULEAN TASK. TODAYS MARKETING AUTOMATION SYSTEM ARE JUST SUCCESSFUL IN RUNNING EMAIL AUTOMATION WITH 3 TIER WORKFLOWS

THE PLATFORM ALLOWS THE MARKETER TO RUN SEAMLESS 1:1 ENGAGEMENT AUTOMATION, AS DATA IS STORED IN A SINGLE STACK AND NEED NOT LOOK OUT FOR DATA IN SILOS. THIS CAN WORK ACROSS TOUCH-POINTS, NOT JUST EMAIL, AND CAN BE CONFIGURED FOR MULTI-RESPONSE BRANCHED AUTOMATION

AUTOMATION

GROWTH AUTOMATION
THE PLATFORM ALLOWS THE MARKETER TO SET AUTOMATION TILL A PARTICULAR GOAL IS MET, LIKE TRANSACTIONS, LEAD CAPTURE

Continuous targeted automation can be set to convert a unknown visitor resulting from an ad, all the way till their purchase
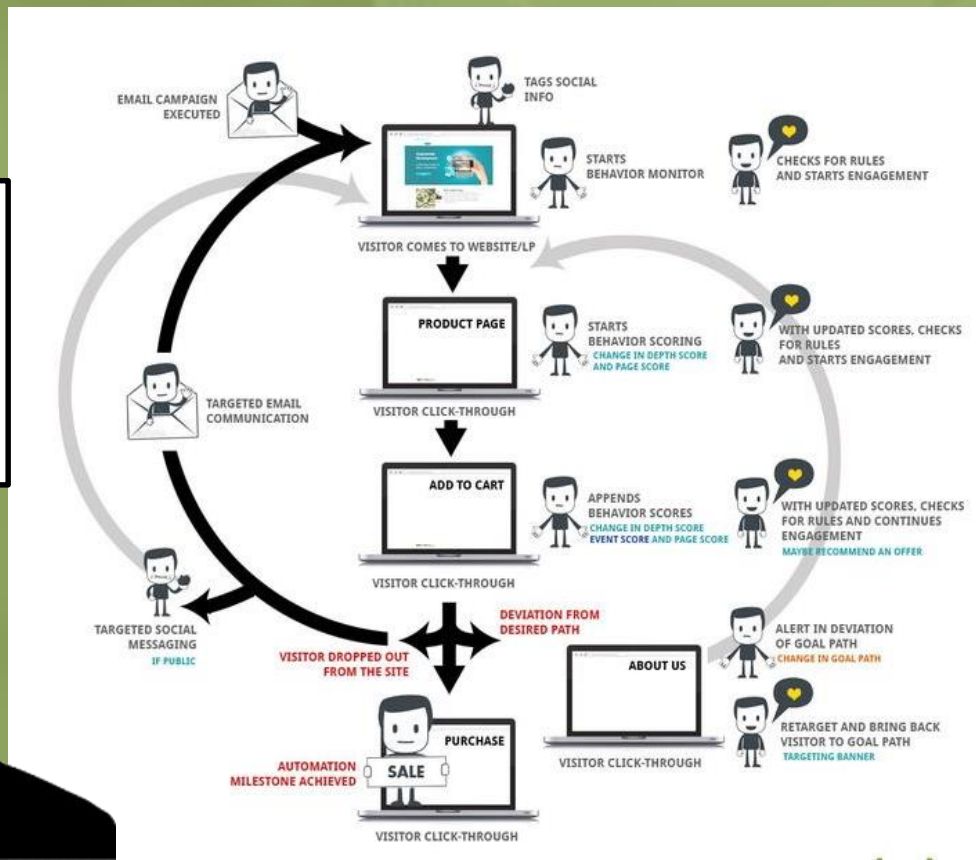
AUTOMATION

RETENTION AUTOMATION
WITH SINGLE CUSTOMER DATA, THE PLATFORM ALLOWS THE MARKETER TO CONFIGURE 1:1 PERSONALIZATION AUTOMATION BASED ON AFFINITY OR AVAILABLE INVENTORY TO IMPROVE RETENTION ENGAGEMENT

Set automation based on purchase frequency or product affinity, to increase repeat purchases and loyalty

mail campaign

IF DROP-OUT
ENABLE MAIL WORKFLOW
LOOP TILL FIVE ATTEMPTS TO ESCALATE

< IF UNOPEN >
SEND CAMPAIGN WITH NEW SUBJECT LINE

< IF OPEN >
SEND CAMPAIGN WITH NEW TEMPLATE

< IF OPT OUT >
ESCALATE

product page

IF DROP-OUT
ENABLE ONPAGE & MAIL WORKFLOW
LOOP TILL FIVE ATTEMPTS TO ESCALATE

< IF BOUNCE >
SEND MAIL CAMPAIGN WITH NEW TEMPLATE

< IF CLICK NON-GOAL PAGE>
ENABLE ONPAGE TARGETING IN ROUTING TRAFFIC BACK TO GOAL PATH

< IF EXIT>
SEND MAIL CAMPAIGN WITH NEW TEMPLATE WITH ADDED BEHAVIOR INSIGHTS

cart page

IF DROP-OUT
ENABLE ONPAGE, SOCIAL & MAIL WORKFLOW
LOOP TILL THREE ATTEMPTS TO ESCALATE

< IF EXIT>
SEND PRODUCT RELATED OFFERS/ TACTICAL MAILS

IF IDENTIFIED SOCIALLY, SEND PRODUCT COUPON TO FACEBOOK MESSAGE BOX

ONPAGE TARGETING OF THE INTERESTED PRODUCT ON NEXT VISIT

login

payment

IF DROP-OUT
ENABLE MAIL WORKFLOW

ESCALATE AFTER 3 ATTEMPTS

< IF UNSUCCESSFUL PURCHASE>

SEND FOLLOWUP EMAILS

success

GOAL ACCOMPLISHED
STAGE TO CUSTOMER LIST

AUTOMATION

CUSTOMER LIFECYCLE AUTOMATION
CONFIGURING ENGAGEMENT AUTOMATION ACROSS THE CUSTOMER LIFECYCLE IS EASY ON THE SEGMENT OF ONE PLATFORM. KEY CONVERSION MILESTONES OR SCORES CAN BE SET TO PROMOTE CUSTOMERS TO THE NEXT STAGE
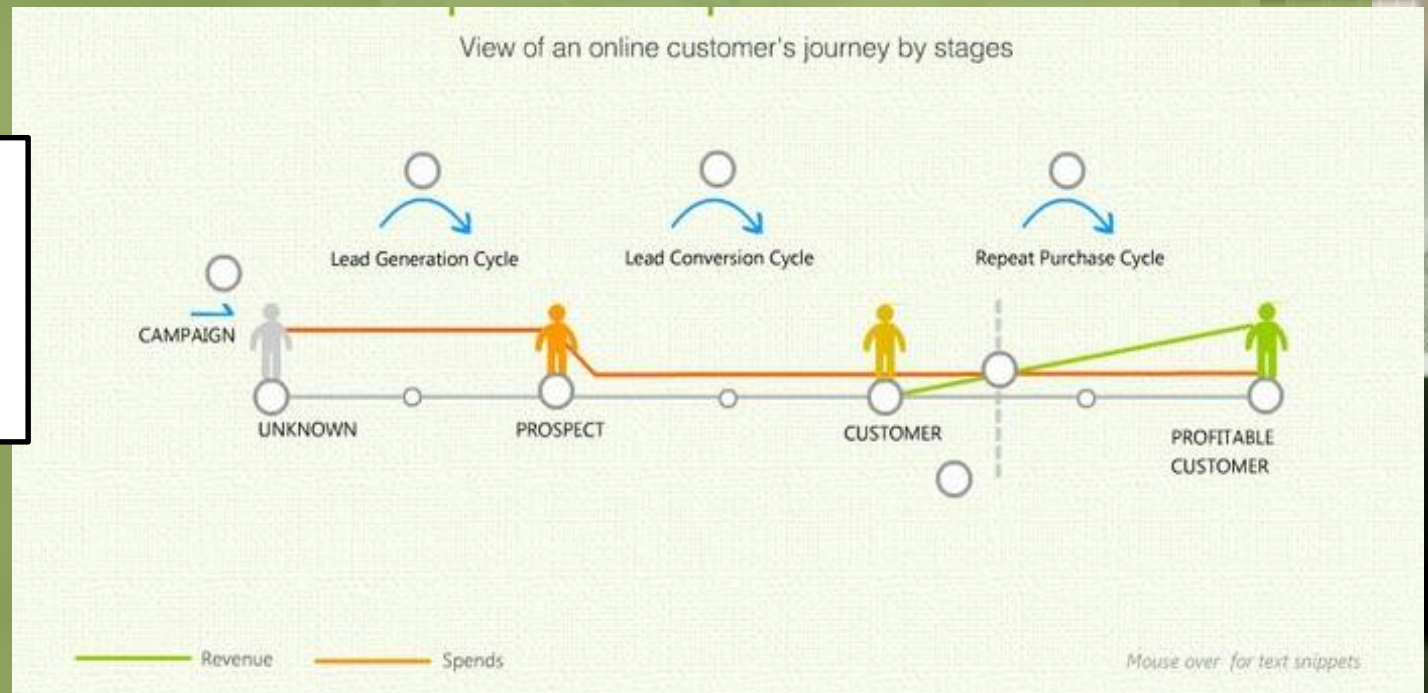
Lifecycle Automation can ease out tasks of the marketer. Automation needs intervention if an escalation is triggered

View of an online customer's journey by stages

Lead Generation Cycle   Lead Conversion Cycle   Repeat Purchase Cycle

CAMPAIGN

UNKNOWN   PROSPECT   CUSTOMER   PROFITABLE CUSTOMER

—— Revenue   —— Spends
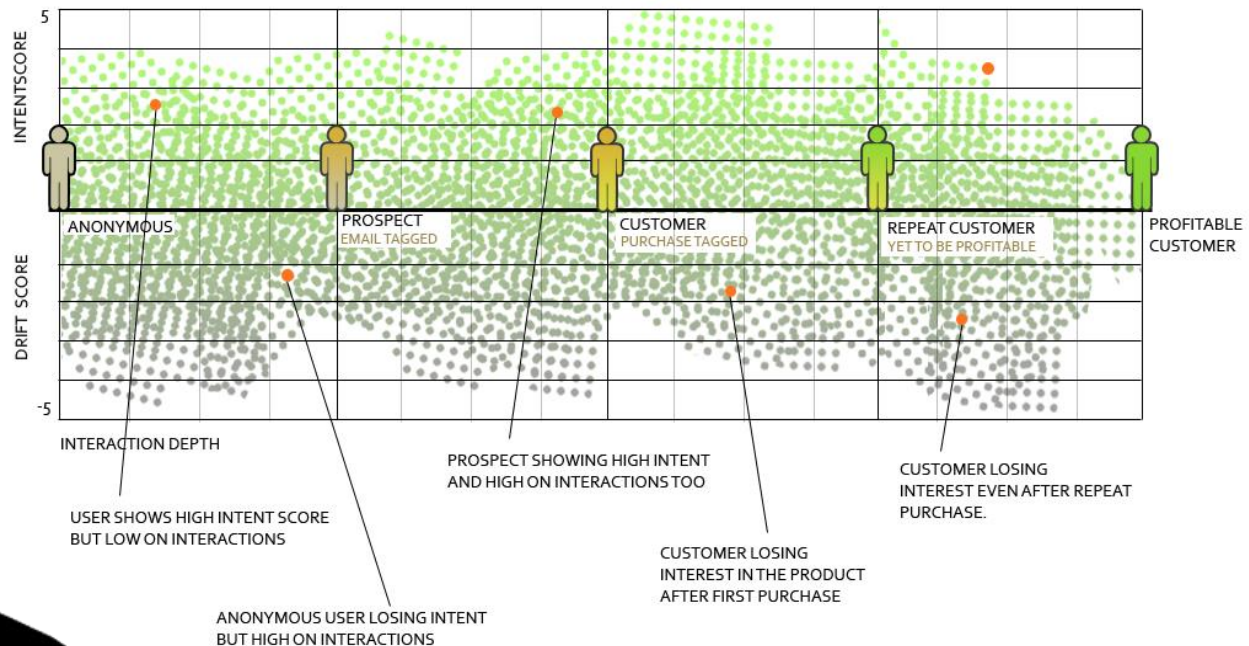
Mouse over for text snippets

AUTOMATION

HOW AUTOMATION WORKS

THE AUTOMATION ENGINE REFERS TO THE SCORE SET FOR EACH INTERACTION TYPE AND MAINTAINS A REAL-TIME SCORECARD. WHEN A USER REACHES A PARTICULAR SCORE, A SPECIFIED ACTION IS TRIGGERED TO DRIVE THE USER TO THE NEXT STAGE

Scores can be configured for recency, frequency, events, page depth, content, responses, and many more data parameters

HOW DOES THE BOT CREATE SEGMENTS

AUTOCREATES 160 LIFECYCLE SEGMENTS TO EFFECTIVE TARGETING

INTENTSCORE

DRIFT SCORE

ANONYMOUS

PROSPECT
EMAIL TAGGED

CUSTOMER
PURCHASE TAGGED

REPEAT CUSTOMER
YET TO BE PROFITABLE

PROFITABLE
CUSTOMER

INTERACTION DEPTH

USER SHOWS HIGH INTENT SCORE
BUT LOW ON INTERACTIONS

ANONYMOUS USER LOSING INTENT
BUT HIGH ON INTERACTIONS

PROSPECT SHOWING HIGH INTENT
AND HIGH ON INTERACTIONS TOO

CUSTOMER LOSING
INTEREST IN THE PRODUCT
AFTER FIRST PURCHASE

CUSTOMER LOSING
INTEREST EVEN AFTER REPEAT
PURCHASE.

COLLABORATION

TODAY, CUSTOMER FACING PROFESSIONALS LIKE SALES, CUSTOMER SERVICE FOLKS OR MARKETERS ARE DEVOID OF INSIGHTS AS EACH OF THEM WORK ON DIFFERENT SYSTEMS. FOR EXAMPLE, CUSTOMER SERVICE FOLKS WORK ON CRM WHILE A RETENTION MARKETER WORKS ON THE WEB AND EMAIL SYSTEMS

THE SINGLE STACK OF CUSTOMER DATA MAKES IT EASY FOR ALL PROFESSIONALS TO ACCESS THE UPDATED INSIGHTS OF THE CUSTOMER.

WITH REAL-TIME UNIFIED DATA, VISUAL MONITORS/ DASHBOARDS CAN BE CREATED FOR EACH MEMBER OF THE ECOSYSTEM TO MONITOR PERFORMANCE AND MANAGE NEXT ACTIONS
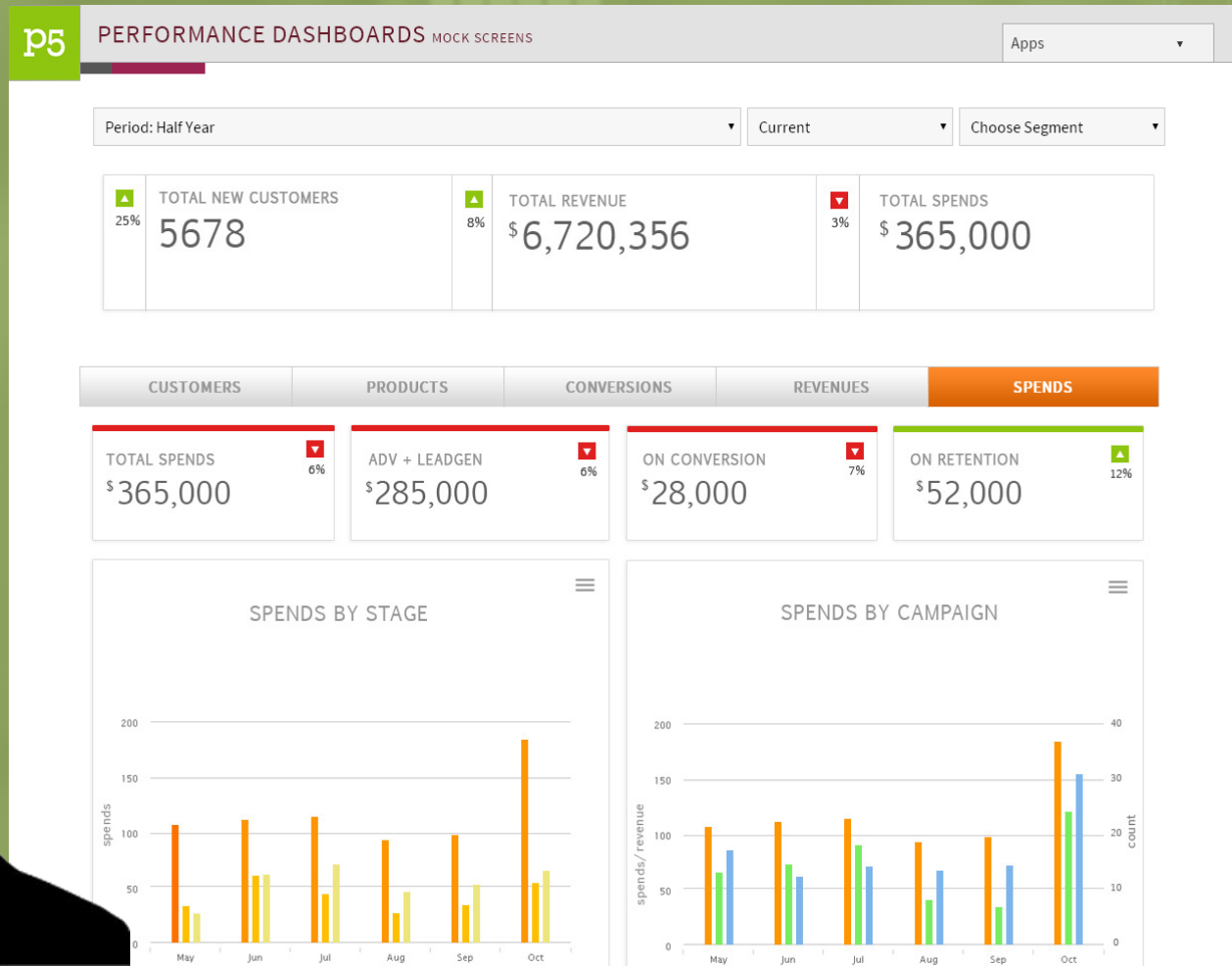
COLLABORATION

FOR MARKETERS
PREDICTIVE AND PRESCRIPTIVE INSIGHTS FOR NEXT ACTIONS

Home   Analytics   **Leads**   Engauge   QuanT5   Multimedium

Prescriptive Views
Actionable insights based on past behavior and trends

26
anonymous visitors (repeat) are now online

ACTIONS

- CHAT WITH THEM
- POP AN OFFER

345
anonymous users have more than 4 visits on products page

ACTIONS

- POP AN OFFER

46
leads need follow up communication

ACTIONS

- SEND EMAIL
- AUTOMATE FOLLOW-UP

26%
drop-outs before purchase page

ACTIONS

- POP AN OFFER IN GOAL PATHS

76
customers have negative opinions

ACTIONS

- ADVOCATE
- CHECK INFLUENCE SCORES

216
customers do not have opinion data

ACTIONS

- ENABLE SURVEY
- ENABLE ONPAGE OPINION FORMS

1600
customers have not been communicated in past 60 days

ACTIONS

- SEND EMAIL
- SEND COUPON THRU EMAIL

1%
is the conversion rate of banner x on homepage

ACTIONS

- CHANGE BANNER
- RUN SPLIT TEST

Dashboards to quickly control and configure next actions

COLLABORATION

FOR SALES
SALES MANAGEMENT AND NURTURING TOOLS WITH UNIFIED INSIGHTS

FOR CUSTOMER RELATIONS
SYNC CRM APPLICATIONS AND ACCESS INSIGHTS

FOR BRAND MANAGERS
FROM AUDIENCE RESEARCH TO SENTIMENT MINING, BRAND MARKETERS HAVE TOOLS TO SEARCH FOR THEIR AUDIENCE AND COMPETITORS ON THE DEEP WEB

FOR INFORMATION MANAGERS/DEVELOPERS
A DEVELOPER ENVIRONMENT TO CREATE APPS OVER CUSTOMER DATA OR CREATE CONNECTORS TO IMPORT EXTERNAL DATA.

FOR ANALYSTS
ACCESS TO DATA, SAMPLING AND TRAINING APPS AND LIBRARIES FOR MODELS AND DATA VISUALIZATION, WILL ALLOW THEM TO WORK SEAMLESSLY ON THE CUSTOMER DATA STACK

FOR VENDORS
PERMISSIONS FOR VENDORS TO ACCESS THE PLATFORM TO EXECUTE CAMPAIGNS ON THE AVAILABLE CUSTOMER DATA

A platform for every one in the ecosystem with access to insights at all times

PROFITABILITY

DERIVING THE RIGHT METRICS FOR MARKETING ROI AND CUSTOMER VALUE IS A DEFINITIVE FAR CRY, CONSIDERING THAT THE DATA IS ALL OVER THE PLACE AND IT TAKES A LOT OF EFFORT TO EVEN UNDERSTAND THE COST SPENT BETWEEN ACQUIRING AND RETAINING CUSTOMER

THE SINGLE CUSTOMER DATA STACK WHICH HAS THE HISTORICAL DATA OF INTERACTIONS, ALLOWS THE BUSINESS TO EXACTLY CALCULATE THE SPENDS ON A PARTICULAR CUSTOMER AND ALSO HAS TRANSACTION DATA TO GET THE REVENUE. AGAIN EVERYTHING IN PLACE, MAKES THE BIG DIFFERENCE

PROFITABILITY

SPEND INTELLIGENCE
THE PLATFORM PROVIDES PROBABILISTIC ATTRIBUTION MODEL WHICH ATTRIBUTES THE RIGHT CHANNEL RESPONSIBLE FOR CONVERSIONS AND HELPS IN MAKING THE RIGHT MARKETING INVESTMENT

Most existing single source and fractional attribution models are too generic and is inaccurate

COMPARISON
ATTRIBUTION MODELS

|			FIRST INTERACTION	LAST INTERACTION	LINEAR	POSITION BASED U TURN	TIME DECAY	P5 ALGO
session 7	Flow Analysis			100%	14.29%	40%	25%	TotalScore-12
EMAIL	http://plumb5.com/							Page Score (10)
	http://plumb5.com/toolspend.html	Purchase ●						Depth (2)
	http://plumb5.com/							
session 6	Flow Analysis				14.29%	4%	21.43%	TotalScore-3
FACEBOOK	http://plumb5.com/							Page Score (2)
	http://plumb5.com/partners.html							Depth (1)
session 5	Flow Analysis				14.29%	4%	17.86%	TotalScore-3
EMAIL	http://plumb5.com/demos.html							Page Score (3)
session 4	Flow Analysis				14.29%	4%	14.29%	TotalScore-2
DIRECT	http://plumb5.com/WebsiteAnalytics.html							Page Score (2)
session 3	Flow Analysis				14.29%	4%	10.71%	TotalScore-4
EMAIL	http://plumb5.com/present.html							Page Score (3)
	http://plumb5.com/							Depth (1)
session 2	Flow Analysis				14.29%	4%	7.14%	TotalScore-22
GOOGLE SEARCH	http://plumb5.com/							Page Score (15)
	https://plumb5.com/register.aspx?em=vineeta@decisive.in							Depth (7)
	http://plumb5.com/							
	http://plumb5.com/acr.html							
	http://plumb5.com/							
	http://plumb5.com/platform.html							
	http://plumb5.com/							
	http://plumb5.com/WebsiteAnalytics.html							
	http://plumb5.com/							
	Flow Analysis		100%		14.29%	40%	3.57%	TotalScore-5
	http://plumb5.com/							Page Score (4)
	http://plumb5.com/WebsiteAnalytics.html							Depth (1)

PROFITABILITY

REVENUE & SPEND MONITORING
A REAL-TIME MONITOR TO KNOW HOW YOUR MARKETING INVESTMENTS ARE PERFORMING
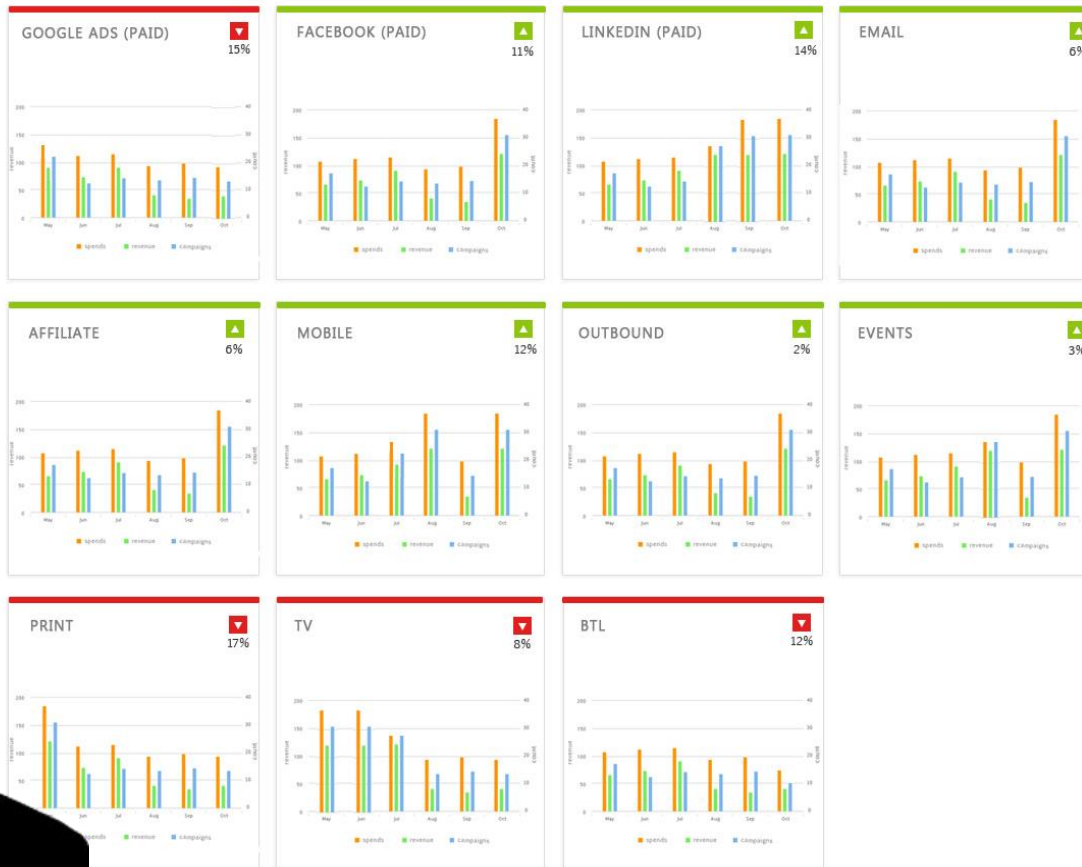
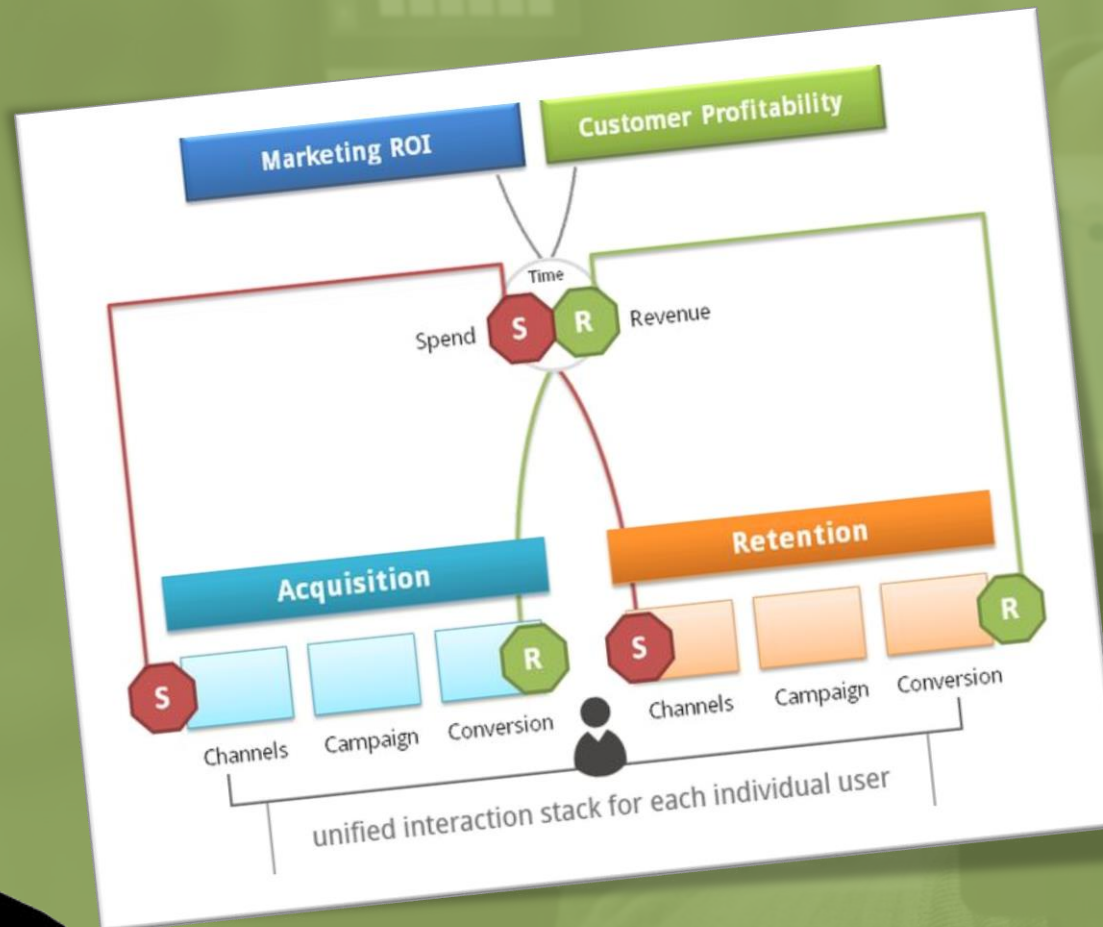

Monitor each channel and make decisions in real-time
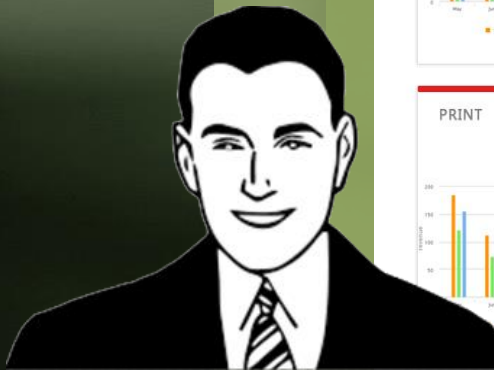
PROFITABILITY

MARKETING ROI
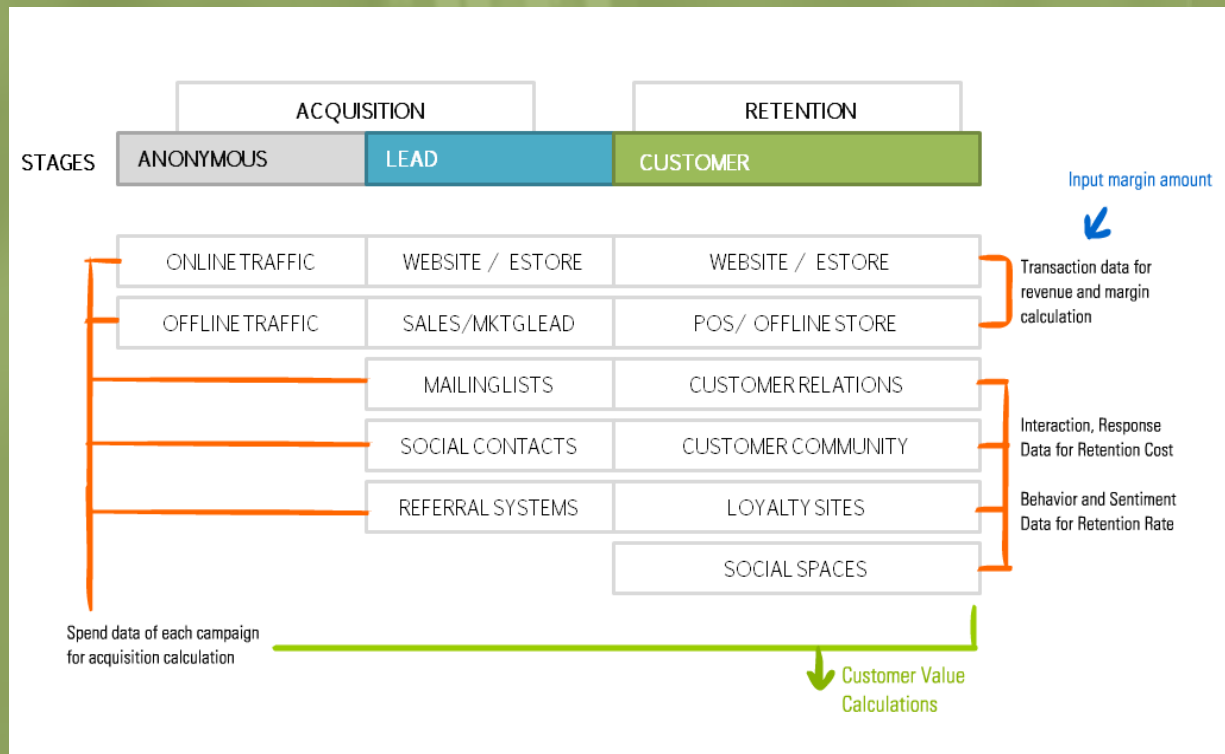### EXACT MEASUREMENT OF RETURNS ON EACH CUSTOMER INVESTMENT AND THEIR PROFIT PROXIMITY

Calculating ROI or customer value can be derived from the single stack

PROFITABILITY

MARKETING ROI
MANAGING DYNAMIC CONFIGURATION FOR SPENDS AND TAGGING ACQUISITION AND RETENTION MARKERS

RECORDING POINTS FOR DERIVATION OF INPUT

PROFITABILITY

EXACT MEASUREMENT OF RETURNS ON EACH CUSTOMER INVESTMENT AND THEIR PROFIT PROXIMITY

A complete statement of transactions between the business and a single customer

Customer Statement

☐ contributing profit   Monthly Rate of Interest(1%)

Date	IA ID	Txn Remarks	Source	Currency	Credit	Debit	Balance
13th Mar 2007		Website	LinkedIn	INR		60	-60
		Identified prospects on Linkedin and spent on a ad campaign to acquire leads					
26th Mar 2007		Website	Direct	INR		0	-60
		Lead visits website					
13th Apr 2007		Interest				0.6	-60.6
		Interest Added					
17th Apr 2007		Website/LP	Mail	INR		0.5	-61.1
		Lead is invited to the product page (prod1) for interest generation					
13th May 2007		Interest				0.6	-61.7
		Interest Added					
13th Jun 2007		Website	Social Post	INR		0.8	-62.5
		Targeted Ads on Facebook driving lead to Website + Interest Added					
13th Jun 2007		Interest				0.6	-63.1
		Interest Added					
29th Jun 2007		Website	Ma...				
		Follow-up communication to Le...					
3rd July 2007		Website	Ma...				
		Based on high behavior intent, f...					
13th July 2007		Interest				0.5	-54.6
		Interest Added					
...July 2007		Website	Mail	INR		0.5	-55.1

ACQUISITION

Customer Transaction Cards is a customer profitability application designed to create statement of transactions of each customer to effectively manage customer spends.

PROFITABILITY

CHURN ALERTS
ALERTS TO RETAIN BACK POTENTIAL REVENUE FROM DRIFTING BUYERS

⚠ **Churn Alerts**

Set alerts to noify you, when ever a customer is drifting away. Identify churn based on customer unified score for frequency, recency, transactions and responses.

Set Alerts for drifting customers and quickly strategize to win them back

SEGMENT OF ONE PLATFORM

PLUMB5 IS A SEGMENT-OF-ONE PLATFORM WHICH MAINTAINS A **SINGLE CUSTOMER IDENTITY STACK** TO **GENERATE INSIGHTS AND SERVE NEXT ACTIONS** IN REAL-TIME, ACROSS **ALL TOUCH-POINTS**

p5

PLUMB5 CHARTS CUSTOMER JOURNEY
ACROSS ALL TOUCH POINTS AND CREATES SINGLE VIEW
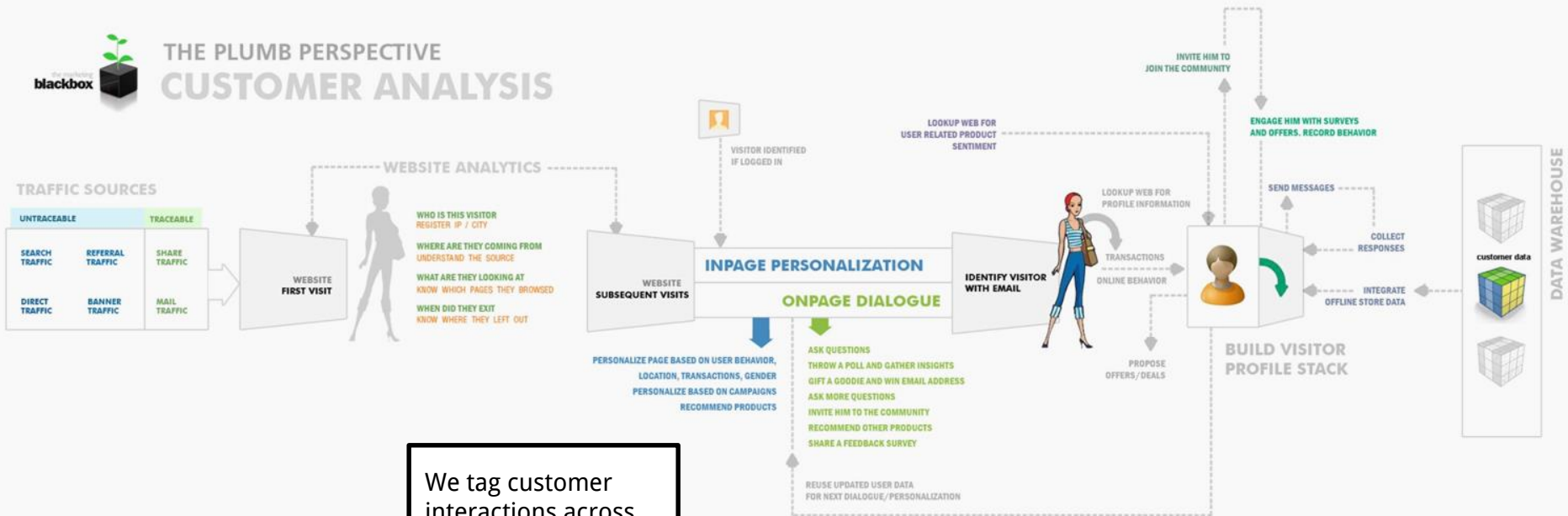
We tag customer interactions across all touch-points and stack them based on time, to create customer journeys

HOW DOES IT WORK?

TOUCHPOINT LAYER

DELIVERED TO
TOUCH-POINTS

ACTIONS

ACTIONS TRIGGERED
BASED ON RULES

DATA COLLECTED
FROM TOUCH-POINTS

INSIGHTS

PLUMB5
SEGMENT OF ONE
DATA STACK

DATA COLLECTED
FROM TOUCH-POINTS

ANALYSIS

DATA TAGGING + SCORING
+ SEGMENTS

KPI DASHBOARDS

BUSINESS INTELLIGENCE

Unified Stack

DELIVERED TO TOUCH-POINTS

ACTIONS

ACTIONS TRIGGERED BASED ON RULES

SALES AND MARKETING TEAMS ON CUSTOMER GENERATION

DATA COLLECTED FROM TOUCH-POINTS

INSIGHTS

PLUMB5 SEGMENT OF ONE DATA STACK

CUSTOMER SUPPORT TEAMS WORKING ON CUSTOMER RETENTION

How data is distributed to respective members based on roles

ANALYSIS

DATA TAGGING + SCOR + SEGMENTS

DATA COLLECTED OM TOUCH-POINTS

AUTOMATION

ANALYSTS, DECISION SYSTEMS, CUSTOMER VALUE, MARKETING ROI

KPI DASHBOA

BUSINESS INT

DASHBOARDS AND PERFORMANCE MONITORS FOR LEADERS

OTHER ADVANTAGES

NO REDUNDANT DATA

Tag all data sources and maintain linkages

FASTER QUERYING

Avoid multi filter querying and query just the relevant customer file for real-time engagement

UNIFICATION MAINTAINED

Interaction tags enable us to keep the customer data unified at all times

NO COMPLEXITY

Its configurable

NO INTEGRATION REQUIRED

Its Plug & Play

REAL-TIME MONITORS

Across Systems and at every node

☑ ON-PREMISE   ☑ ON-DEMAND

WORKS FOR ALL KINDS
OF BUSINESS

ANY BUSINESS THAT HAS A CUSTOMER

☑ **B2B**   ☑ **B2C**

FOR ALL BUSINESS SIZES

☑ **LARGE**   ☑ **MEDIUM**   ☑ **SMALL**

VERTICALS WHERE IT WORKS BEST

RETAIL	BANKING	INSURANCE
HEALTHCARE	HOSPITALITY	ELECTRONICS
EDUCATION	REAL ESTATE	AUTOMOBILE

IF THE BUSINESS CAN PREDICT ITS FUTURE ACCURATELY, IT HAS NO REASON TO FAIL

THE HUMANOIDS