

Lead Intelligence

on your website



Here's the story



plumb



A man with dark hair and a black t-shirt with a white number '1' on it. A shadow is cast across the right side of his face. A blue speech bubble is positioned to his left.

They just pose.

An orange speech bubble is positioned above the man's head.

They need to interact!

Most websites are usually less intelligent, as they don't seem to be active when a potential visitor visits.

A bar chart with seven bars of different colors (green, purple, blue, cyan, pink, red, yellow) is positioned behind a green sign that says 'plumb'. The scene is set in a grassy field with a daisy flower in the foreground.

plumb

For more info,
fill this form

Where is the
"close" button



*They either have
static capture forms
on their pages or the
over intrusive can-
we-chat form*



plumb



But to make the most of these forms, they need to be intelligent. Most people call it Lead intelligence





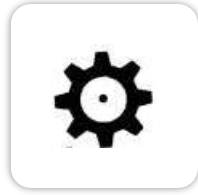
This is how we do it

To meet this, we built a automated intelligence platform that sources insights from web analytics and interacts based on visitor intelligence.



plumb





How it works

Works as a cookie on your page doing all the listening of what visitors do on the site. The cookie can recommend, or ask for an opinion, or present a survey, or gather user contact or even set up a chat



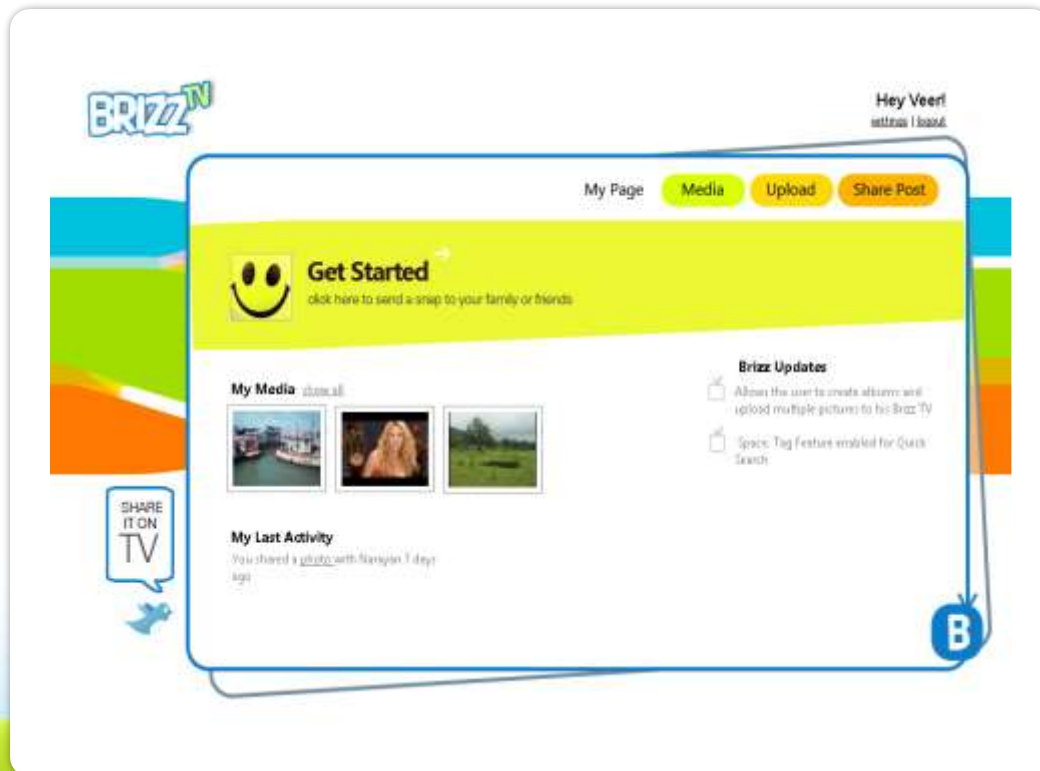
plumb

Examples of automating conversations on your site



If the user comes more than once to your website, speak up.

If he is coming for the second time, he might be interested in a particular product. Establish contact with visitor



If the user comes from a particular city, show him the offer

You can run campaigns based on visitors location. If you run a local offline campaign, reflect it on the website

Did you get your coupons?



Interweave
Business solutions for offices

Later Campaign

NO EXCUSES

A ONE LINE DESCRIPTION ON THE CAMPAIGN

TO PARTICIPATE, CALL 080 25678989

GET YOUR KIT HERE

Your email id, please
Please enter your mail id so we can share all new discounts and offers happening in our monthly newsletter.

Your Name:

Your Mail ID:

Understanding the Workplace

Once perceived as perks, workplace benefits increasingly are a competitive edge in the war for talent. 70% of executives see executive search and 42 percent of executives see work-life balance.

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In the war for talent, 70% of executives see executive search and 42 percent of executives see work-life balance. [Read More](#)

Once perceived as perks, workplace benefits increasingly are a competitive edge. [Read More](#)

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If the user spends more time on your site, get his feedback

You can set up feedback questions and the script can trigger based on the time spent by a website visitor



Did you find it interesting?



If the user visits a product twice, time to entice the visitor

Entice the visitor with a tactical coupon and increase desire, if the visitor visited the product page twice

20% Off
if you buy now



If the visitors are from facebook, make friends with them

If a visitor is coming from Facebook/Google Search, you can automate a specific message based on your campaign



Join our community to win goodies



If the user is already in the lead base, know him better

If the user is already a customer, ask him an opinion or share a simple poll and gather some insights

How often do you work from home?



If the user is part of a goal path, make sure he is all interested

If a product is in the shop cart, waste no opportunities to show him all value ensuring a successful transaction



Workflows – 3 step conversation

Set up a workflow automate messaging, every time he is on the site. Script a successful conversion

VISIT 2
Have you tried
this product?

VISIT 3
Tell him the
merit s

VISIT 4
Show him the
coupon



plumb

Configure the way you want and get lead intelligence
Don't waste leads on your website

If you want to enable
automated messaging
on your website,
post a request at
support@plumb5.com

