

plumb5 enterprise

fully integrated marketing platform

serving real-time data for **targeting and conversions**



gather data



plan & automate



increase value

Introduction to **plumb5**

Plumb5 is a real-time **customer intelligence** platform that help marketing teams to perform, optimize and measure customer interactions and value

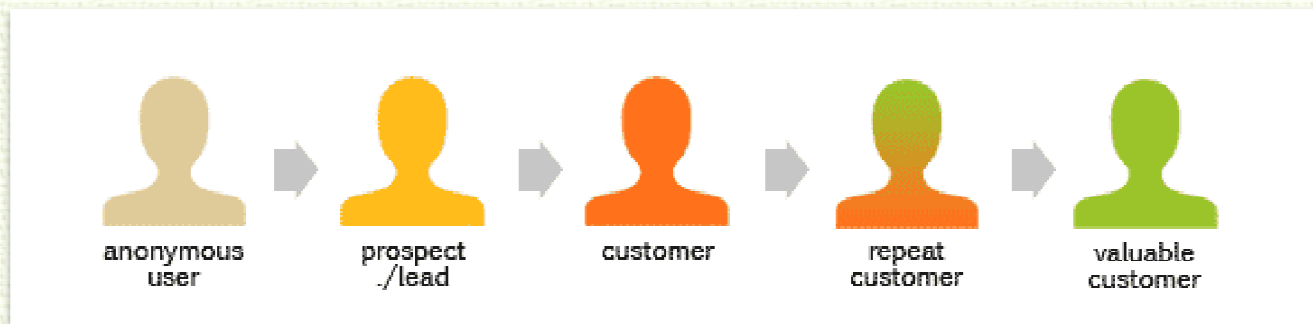
Bringing every customer data together

Plumb5 integrates all customer data sources and aggregates customer experiences and behaviour across sources to make finer decisions



Monitoring customer lifecycle

Plumb5 aligns customer data through stages, right from being an anonymous visitor to a valuable customer, which helps marketers to apply campaigns based on stage



Unified customer data and insights

Unified data provides marketers with deep insights about their customers, helping them in achieving higher customer retention



plumb5 by features

Plumb5 features are aligned with all the functions performed by the marketer

Plumb5 is a **integrated** marketing platform for organizations, which enables every marketer in the enterprise to work on a single collaborative platform



Chief
Marketing



Marketing
Manager



Marketing
Executive



Customer
Manager



Customer
Analyst



Sales
Incharge



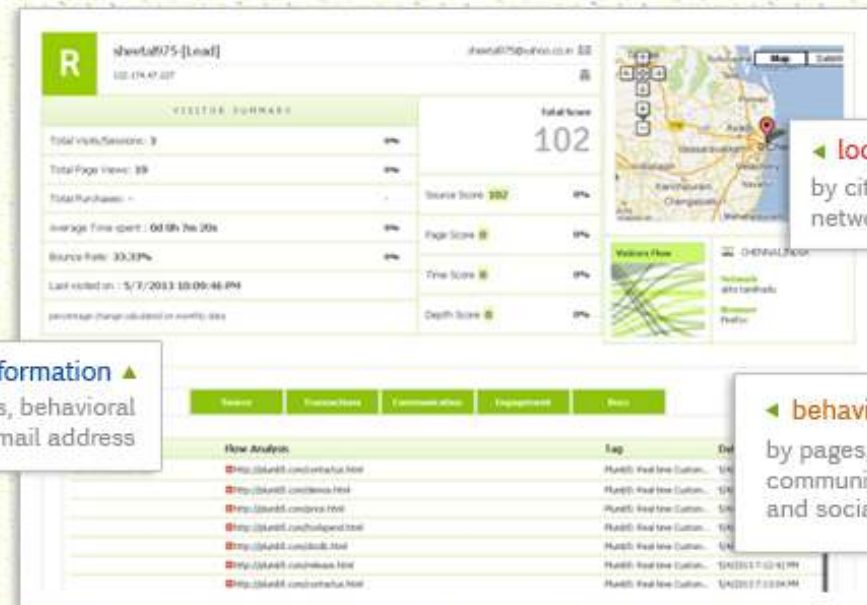
Online Chat
Agents

Visitor Analytics

This helps the marketer to segment visitors based on scores assigned to interactions and behaviour

visitor scorecards

segment your website visitors based on behavior and scores



visitor information ▲

visitor UID, online status, behavioral score, usage summary and email address

behavior reports

by pages, source, transactions, communication, engagement and social buzz

✓ real-time dashboards for quick decisions

Convert using Personalization

The campaign manager can personalize content based on segments to enable visitor identification or lead conversion



Enabling email automation for conversions

The email marketer can publish and track recipients to the website actions and automate response based email marketing for effectiveness

Drip Marketing made easy

★ TRIGGER BASED AUTOMATION ★

THE MOST COST-EFFECTIVE MAIL SERVICE



Making it easy for the sales team

The sales team can now work on a single aggregated lead base with enriched information about their leads pertaining to behaviour, preferences and responses



Manage your customers socially

The social marketer can broadcast, advocate and run conversion campaigns to their social audience along with measuring social effectiveness



Measure your content for effectiveness

The content marketer can perform split tests or multi-variate tests using simple embed widgets

content tests

Test anything from banners, carousels, buttons, HTML with multiple elements or landing pages



A/B Testing ►

Create variants of your tests to measure effectiveness

possibility#6

testing within
a cohort

◄ split URL testing

test two different page URLs by just adding scripts

◄ multivariate testing

test a combination of text, images and buttons

Live Interactions

The online chat agent can perform his tasks with access to complete visitor behaviour and scores, helping them in effective conversations

Show & Chat

conversion friendly chat widgets

panel aid ▶

use the panel aid to show or recommend images, links or videos, while chatting

Cotton Shirts with print overlays

\$299



We are online!

Agent: Was this the color you are referring to?

Me: Not really, it was dull aquamarine and had brown checks with an white offset

Agent: Here is a shirt that is close to your definition

Me: Are these available in half-arm?



plumb5

Retain with regular engagement campaigns

The retention manager can create engaging widgets to drive responses and gather insights on customer experience, product sentiments and buying factors

all that you need for

response generation

interaction methods for customer engagement



discussions



offers



feedback



video chat



surveys



polls



messages



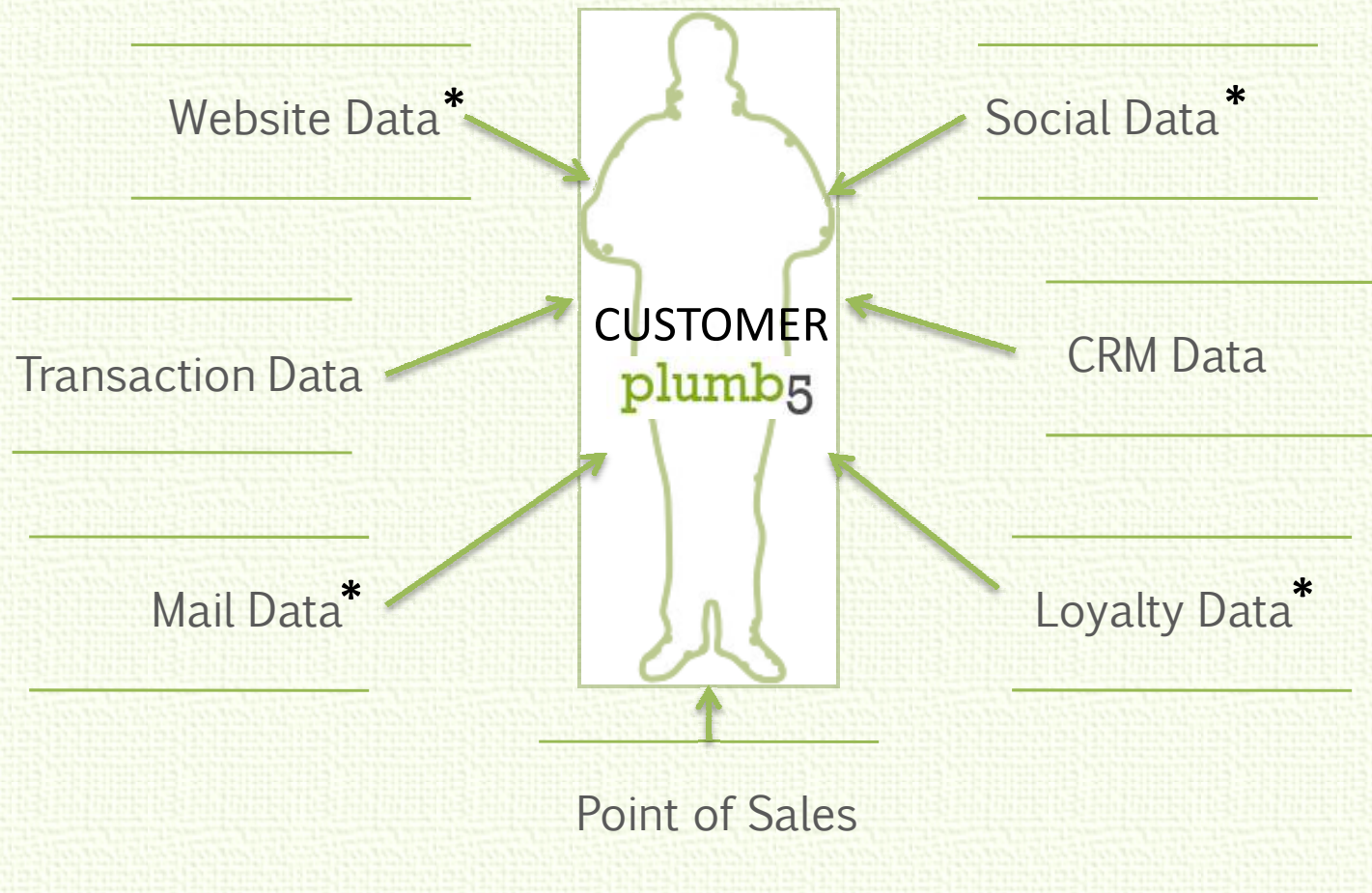
social shares

plumb5 implementation

7 steps to align all your customer data and to deliver real-time insights at the customer touch-point

STEP1: Identify marketing systems

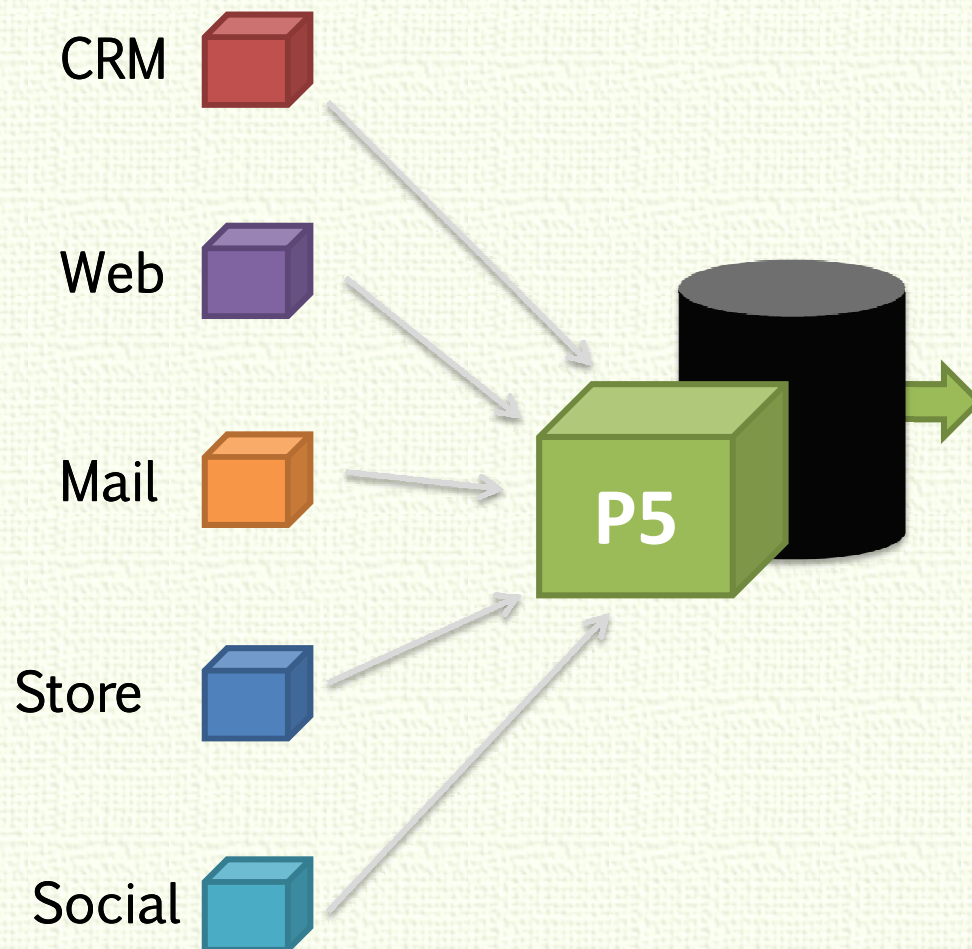
Our solution team will study the existing marketing systems to plan an integrated environment to manage all customer/marketing data



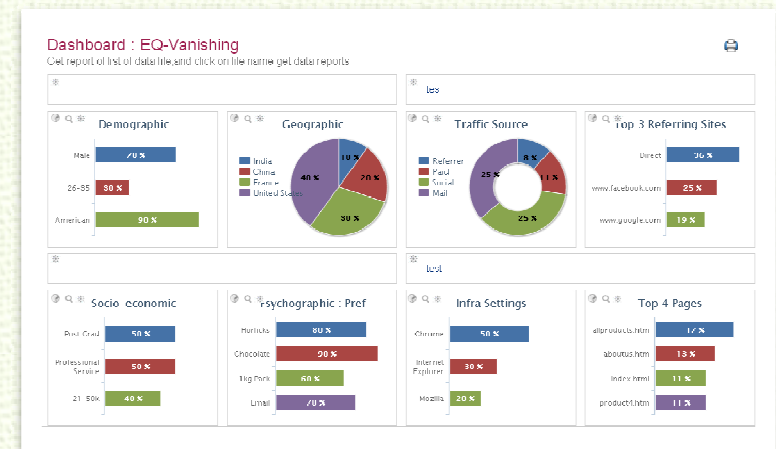
* These functional modules are also available as part of the framework

STEP2: Connect data sources to the platform

Our tech team will deploy the framework and connect all data sources to the framework through web services or scheduled data sync based on the options provided by the source system



Single App to manage all customer data



Of all the five sources, the social is the most fragmented with multiple data sources to integrate like FB Insights, Twitter API etc

STEP3: Tag and unify data

With all data connected, we can now tag customer data across various sources using a unique identifier and get 360-view of each customer

Sample report depicting the 360-view of a single customer

FILTERS

VISITOR TYPE

customers

SEGMENTS

high-frequency

SEARCH

Br

all

GO

Brijesh

brijesh.paul@mutesys.com

120.111.88.76, 4.111.56.23

Location

Staten Island, USA

Network

Telnor Telecommunications

Browser/OS

Mozilla Firefox/Windows XP

Total Sessions

43

Total Page Views

115

Total Transactions

15

Frequency

43 interactions in 207 days

Recency

23 days ago

7:37 AM 19/10/2012

Avg time on site

00:16:08

Visitors Flow

PROFILE INFORMATION

TRANSACTION SUMMARY

SENTIMENTS

Total Posts tracked

16

Positive

5

Negative

1

Sentiment Score

+125

Sen

Description and Source

Advocated

The smell is awesome and i have gifted it to my fiancée. It bears a jasmine fragrance and lasts..
http://www.amazon.com/gp/prod/0062223224?tag=topsy0f-20

The lid of this bottle does not close properly once opened. This is one thing i hate about it
http://www.surveydock.com/0svx67ghkd24.shtml

CUSTOMER HISTORY

Total Transaction

Margin

AcquisitionCost

RetentionCost

Retention%

Discount

Current Value

Target Value

Touchpoints

Actions

Scores

Show from first action ↑

Source Google Adwords

http://www.urbanshore.in/productsbytype.aspx?ptype=15

http://www.urbanshore.in/productdetails.aspx?id=813

http://www.urbanshore.in/productsbytype.aspx?ptype=12

25

March 23 2012 5:30 PM

Source Direct

http://www.urbanshore.in/

http://www.urbanshore.in/productsbytype.aspx?ptype=12

Lead captured

30

April 2 2012 6:36 PM

Source Direct

http://www.urbanshore.in/productsbytype.aspx?ptype=12

http://www.urbanshore.in/productdetails.aspx?id=21

http://www.urbanshore.in/shopping.aspx

Discount Offered

12

April 5 2012 8:12 PM

Source Mail

http://www.urbanshore.in/productdetails.aspx?id=21

http://www.urbanshore.in/shopping.aspx

http://www.urbanshore.in/signin.aspx?ReturnURL=checkout.aspx

http://www.urbanshore.in/shopping_success.aspx

Discount Redeemed

Transacted

60

April 6 2012 6:59 PM

Source CRM Database

Interacted with Callcenter. Request ID: AS765463

-5

April 17 2012 3:29 PM

Source Direct

http://www.urbanshore.in/

http://www.urbanshore.in/productsbytype.aspx?ptype=12

Responded to Survey

18

June 16 2012 1:44 PM

Source Store Database

Transacted at Store. Store ID: b76

Discount Redeemed

50

Aug 8 2012 4:11 PM

Source Mail

http://www.urbanshore.in/productsbytype.aspx?ptype=12

http://www.urbanshore.in/productdetails.aspx?id=21

12

Aug 26 2012 7:33 PM

STEP4: Automate your conversion cycles

Work with the marketing team to segment customers based on stage, behavior history, transaction history and enable workflows to engage visitors/customers periodically



Hire me, master!

ME CAN ENGAGE YOUR WEBSITE VISITORS

Can identify
returning visitors
and personalize
content

Can group visitors
by behavior and
drive them to
purchase paths

Converts unknown
visitors to leads
on your website

STEP5: Enable Prescriptive Views

Work with the marketing team to segment customers and setup workflows for acquisition and retention campaigns

The screenshot displays the plumb5 dashboard, which is designed to provide actionable insights based on past behavior and trends. The dashboard is organized into a grid of eight cards, each representing a different customer segment or trend. Each card includes a large number, a descriptive text, and a list of recommended actions.

plumb5 ▶ lead conversions made easy

Home Analytics **Leads** Engage Quant5 Multimedia

Dashboard Forms Personalize Chat Mail Marketing Lead Management

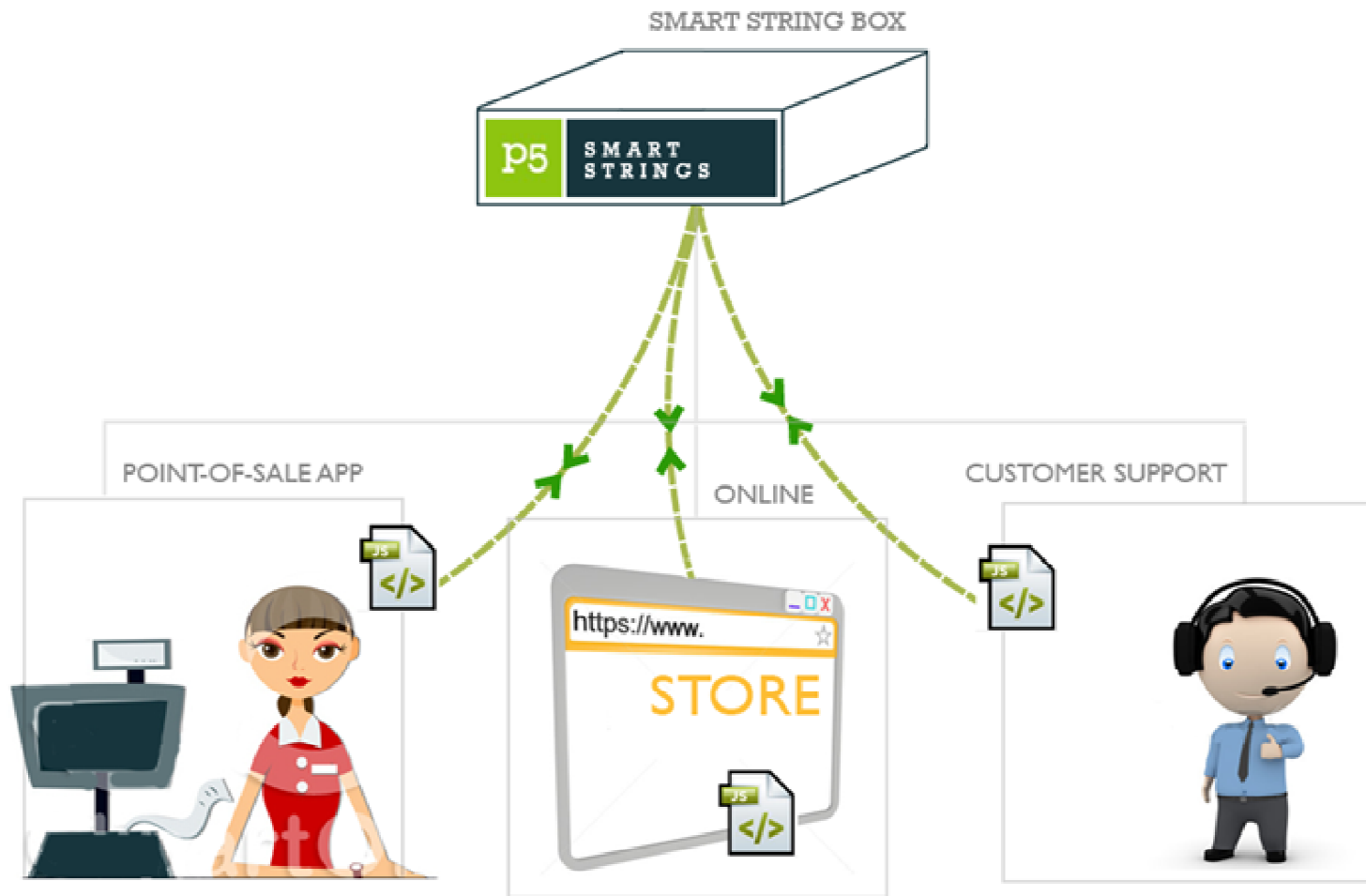
Prescriptive Views

Actionable insights based on past behavior and trends

26 anonymous visitors (repeat) are now online ACTIONS <ul style="list-style-type: none">CHAT WITH THEMPOP AN OFFER	345 anonymous users have more than 4 visits on products page ACTIONS <ul style="list-style-type: none">POP AN OFFER	46 leads need follow up communication ACTIONS <ul style="list-style-type: none">SEND EMAILAUTOMATE FOLLOW-UP	26% drop-outs before purchase page ACTIONS <ul style="list-style-type: none">POP AN OFFER IN GOAL PATHS
76 customers have negative opinions ACTIONS <ul style="list-style-type: none">ADVOCATECHECK INFLUENCE SCORES	216 customers do not have opinion data ACTIONS <ul style="list-style-type: none">ENABLE SURVEYENABLE ONPAGE OPINION FORMS	1600 customers have not been communicated in past 60 days ACTIONS <ul style="list-style-type: none">SEND EMAILSEND COUPON THRU EMAIL	1% is the conversion rate of banner x on homepage ACTIONS <ul style="list-style-type: none">CHANGE BANNERRUN SPLIT TEST

STEP6: Deliver back insights in real-time

Based on scoring, perform real-time personalization and recommendations at customer touch-points, all in real-time



STEP7: Ensure profitability

With this seamless marketing environment, the marketer has a clear view of their customer spends and enable campaigns based on their profitability

Sample report of a customer statement that shows customer spends and revenue highlighting the current profit status

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	Mail	INR			0.5	-63.6
Follow-up communication to Lead							
3rd July 2007	Website	Mail	INR		10	0.5	-54.1
Based on high behavior intent, follow-up message with offer for Prod1							
13th July 2007	Interest					0.5	-54.6
Interest Added							
17th July 2007	Website	Mail	INR			0.5	-55.1
Experience Feedback							

ACQUISITION

ENTION

plumb5 advantages

Plumb5 offers marketers a definitive edge in terms of customer experience and staged automation

Why Plumb5?

It is futuristic

Plumb5 adapts the next generation marketing practices which are customer centric and not data centric

It is compelling

Plumb5 framework is built to optimize customer experience and increase customer value, more than any other tool in comparison

It is automated

Marketing is 20% creativity and perspiration and 80% automation. Plumb5 automation workflows saves time and money, adding more value to the investment

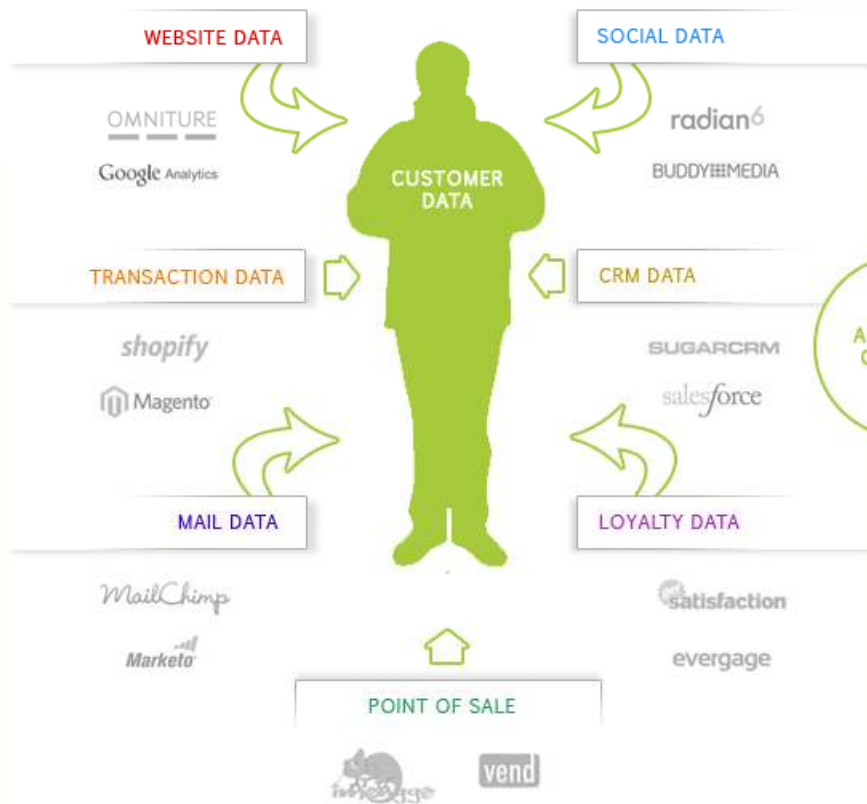
It is lucrative

Plumb5 pricing is a direct win over its competitors. Its priced at 40% lesser than its competitors. When you know it is automated, you don't need to be pricey

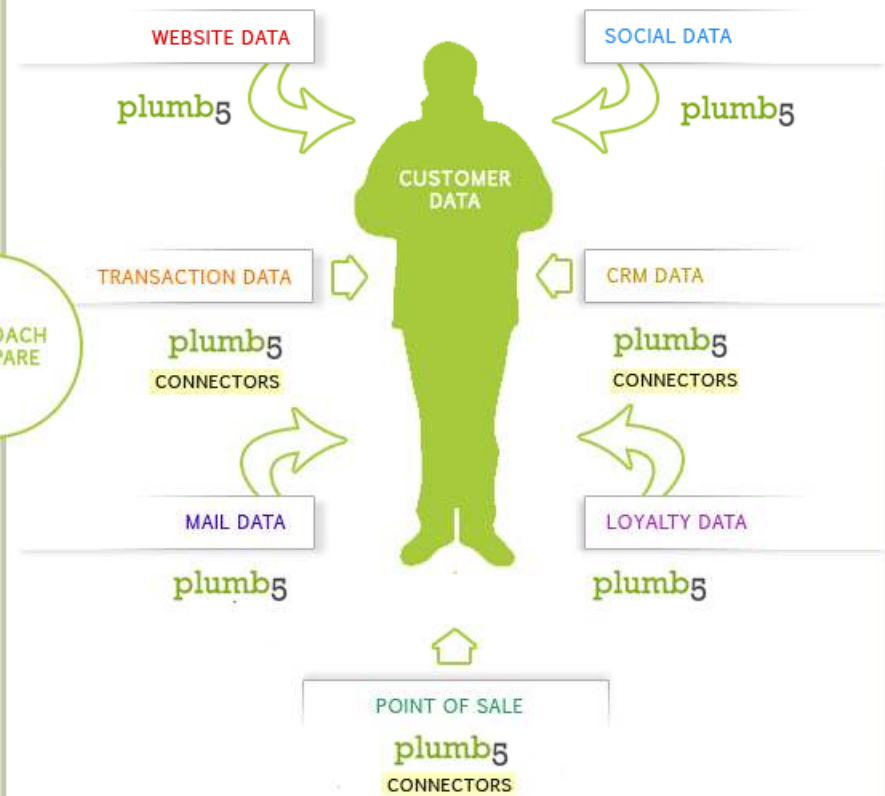
Integrated platform delivering real-time insights

UNIFIED CUSTOMER PROFILE

TRADITIONAL DATA INTEGRATION PLATFORM



REAL-TIME INTEGRATED PLATFORM



Increases profitability

Increases Revenue + Lowers opportunity cost + Automation

30% **increase in value** on your current marketing budgets



improved
results



reduced
man hours



cost
savings

plumb5.com