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

loyalty data + social data + web analytics + crm data + offline data

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

anonymous user → prospect ./lead → customer → repeat customer → valuable customer
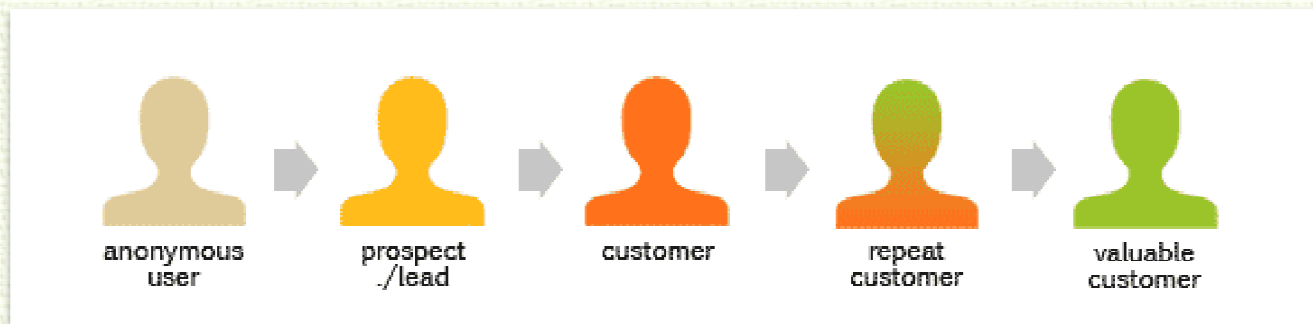
Unified customer data and insights

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

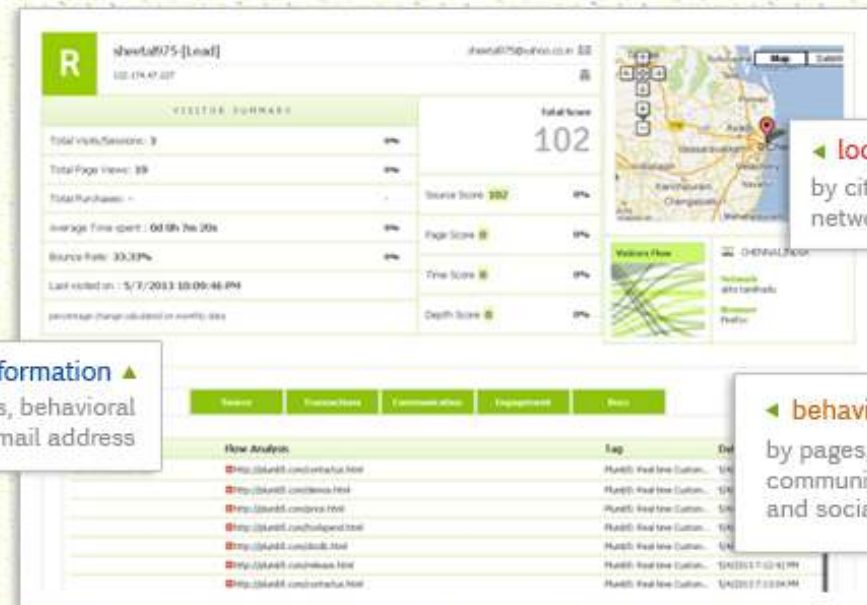| Chief Marketing | Marketing Manager | Marketing Executive | Customer Manager | Customer Analyst | Sales Incharge | Online Chat Agents |

Visitor Analytics

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

Convert using Personalization

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

rules chart

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

‹if mail opt-out›

‹if mail open›

‹if mail click›

‹if mail open again›

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

if lead/customer
drops out from a purchase

look-up lead/customer
profile on social web

and send custom offer link
to their social inbox

conversion optimization for shopping cart drop-outs

currently works for Facebook

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

possibility#6

testing within a cohort

◄ split URL testing
test two different page URLs by just adding scripts

A/B Testing ►
Create variants of your tests to measure effectiveness

◄ 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?

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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

Identify marketing systems

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

Website Data*

Social Data*

Transaction Data

CUSTOMER

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CRM Data

Mail Data*

Loyalty Data*

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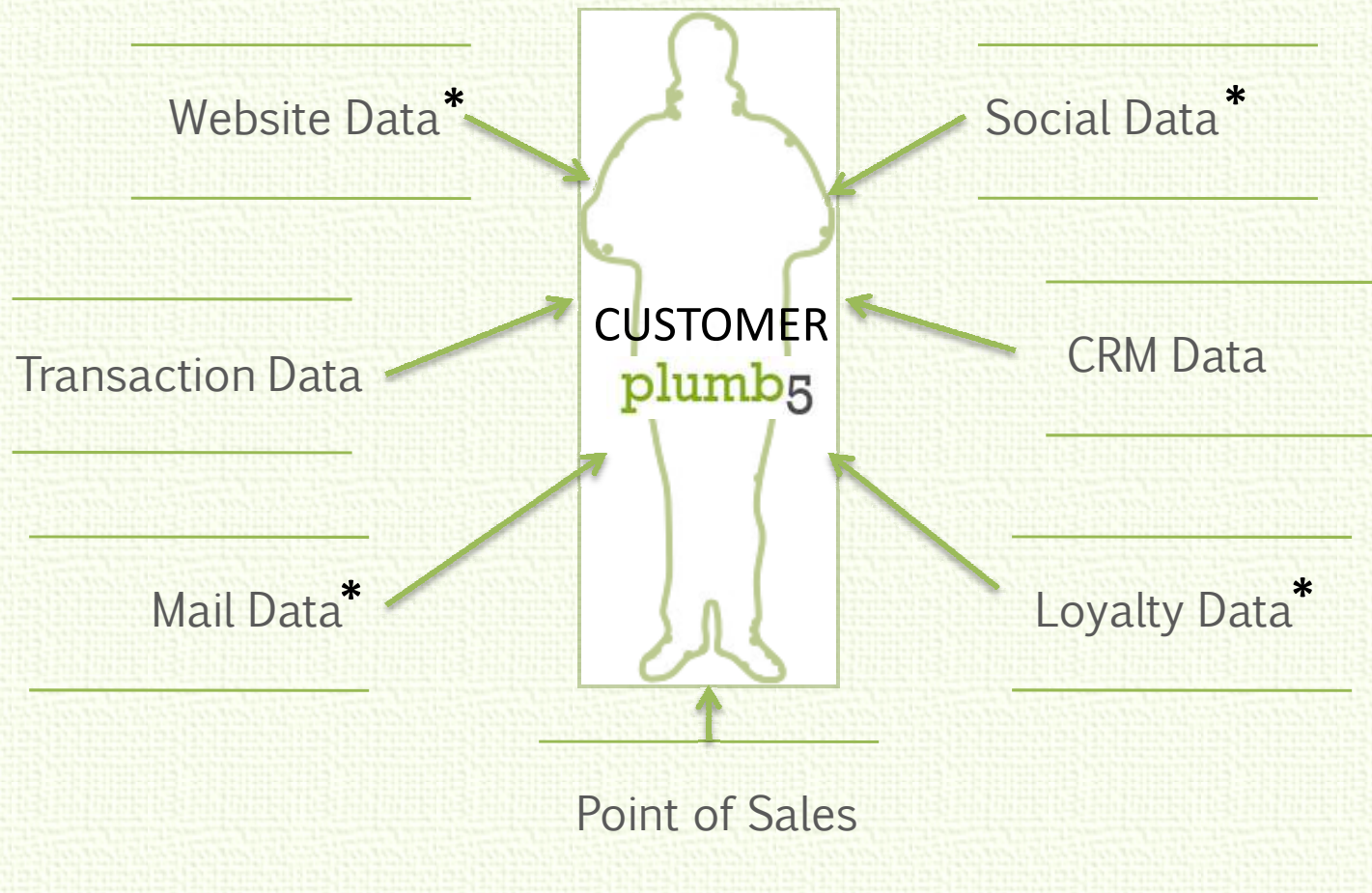
* These functional modules are also available as part of the framework

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

CRM

Web

Mail

P5

Store
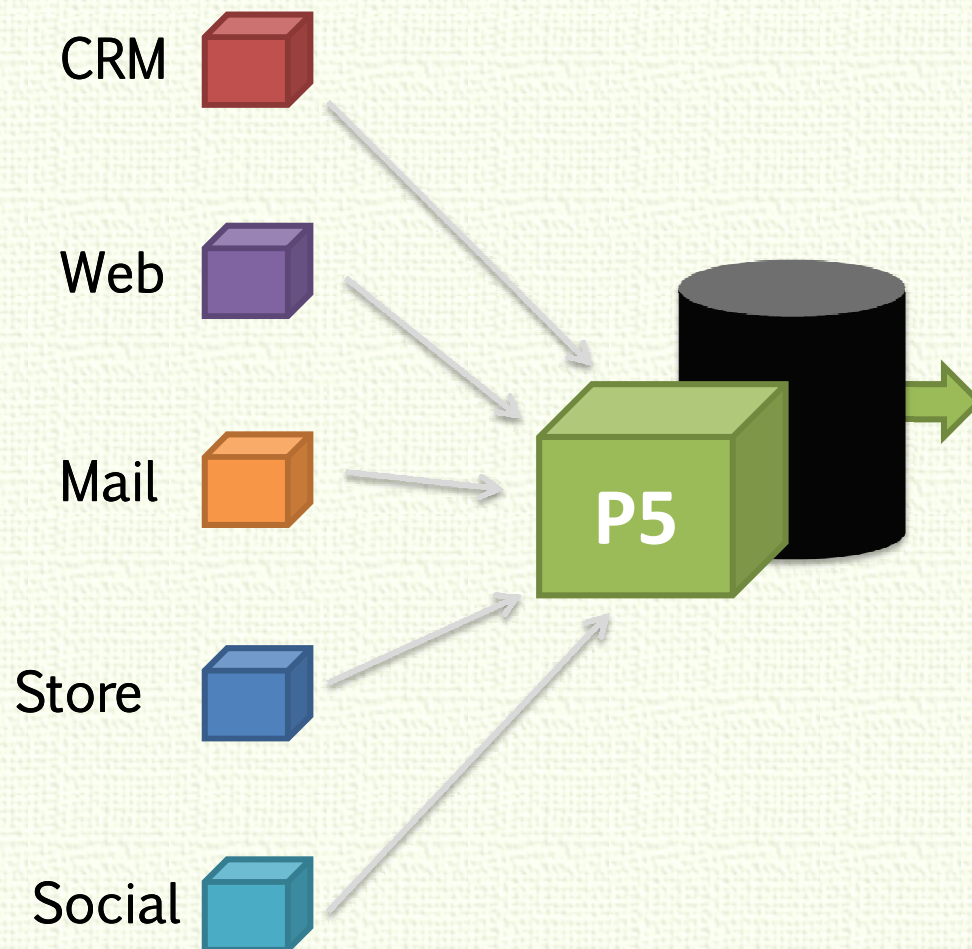
Social

Single App to manage all customer data

Dashboard : EQ-Vanishing
Get report of list of data file and click on file name get data reports

Demographic

Geographic

Traffic Source

Top 3 Referring Sites

Socio economic

Psychographic : Pref

Infra Settings

Top 4 Pages
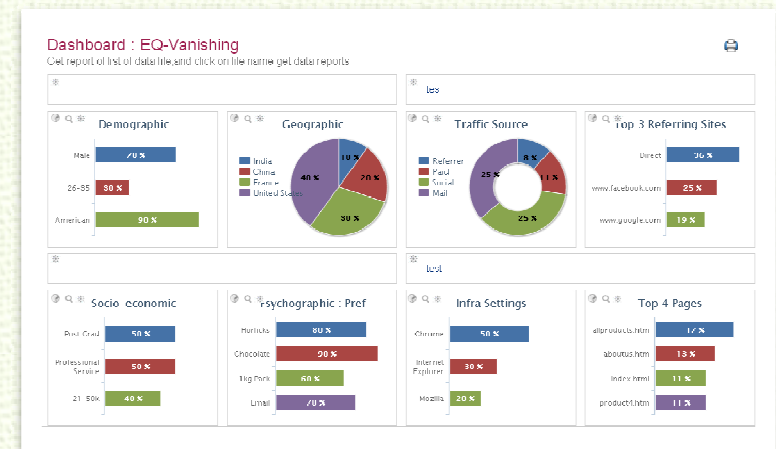
Of all the five sources, the social is the most fragmented with multiple data sources to integrate like FB Insights, Twitter API etc

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

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

Deliver back insights in real-time

Based on scoring, perform real-time personalization and recommendations at customer touch-points, all in real-time
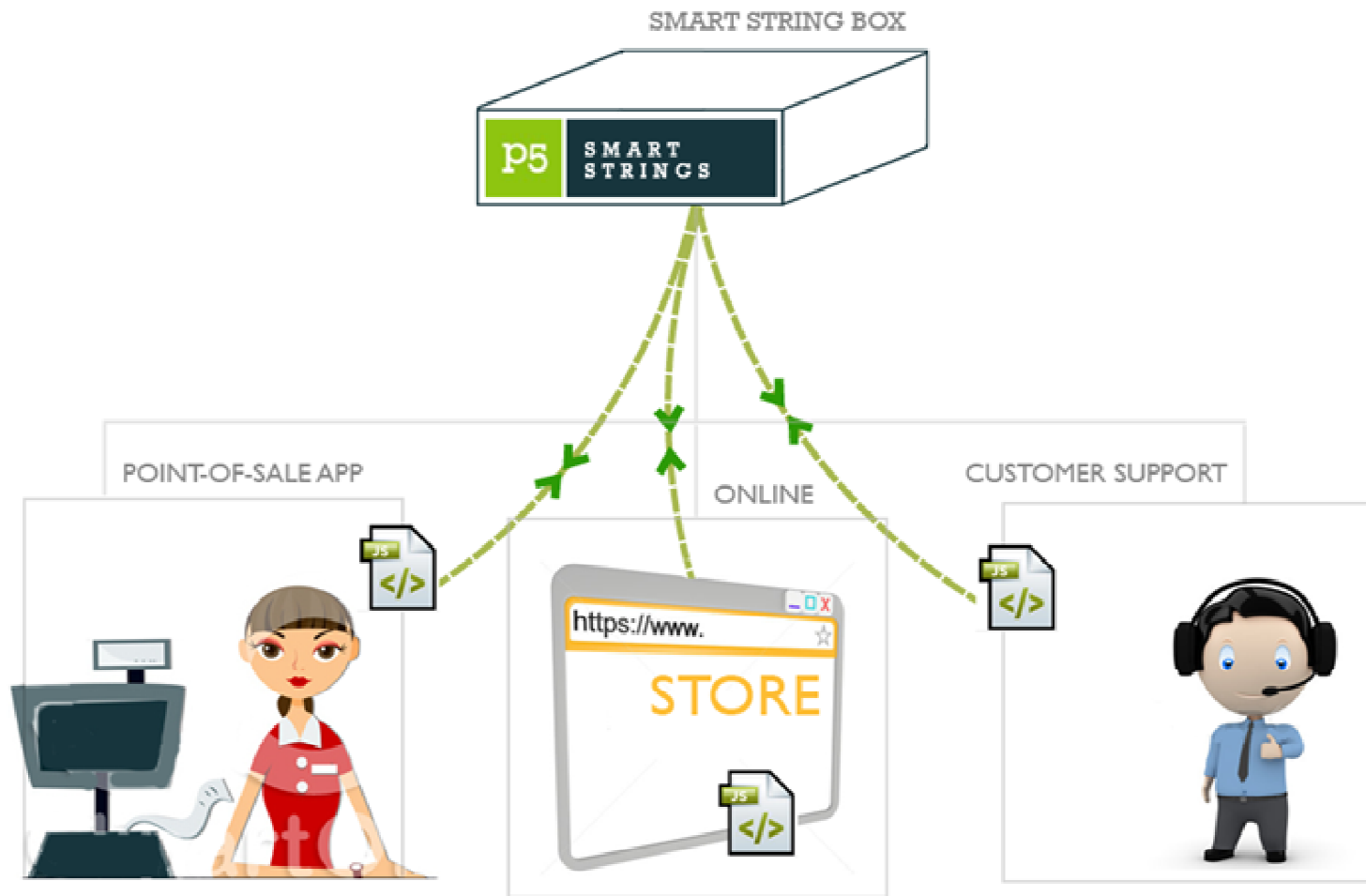
STEP7: Ensure profitability

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
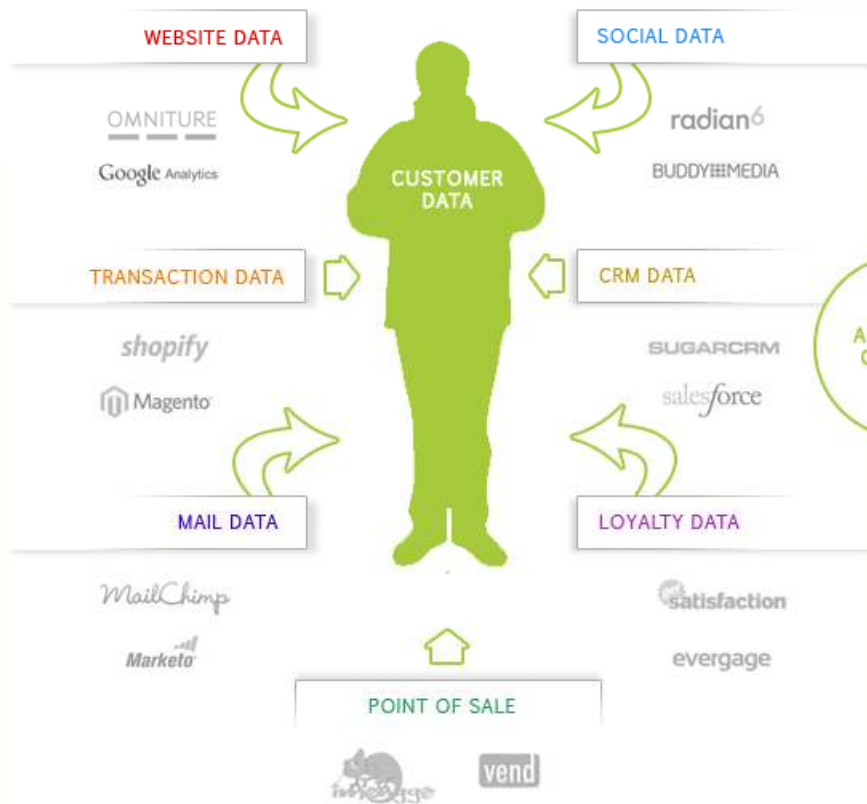
It is lucrative

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
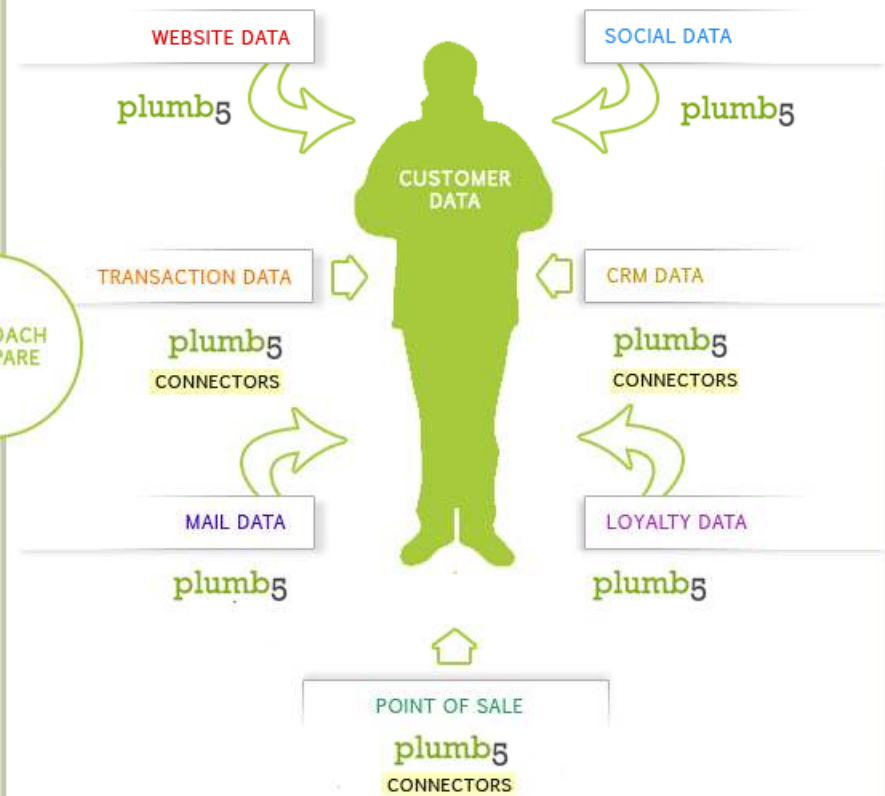
Integrated platform delivering real-time insights

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