



Client Success Story: Customer Acquisition

Objective:

A major high speed data provider needed to grow market share among small and midsize businesses.

Our client needed a way to go to market more quickly and leverage third party lead sources in an automated fashion to target fast growing businesses in a quickly changing environment. Leveraging current customer information was critical to understanding how to target and grow the business customer base.

Pluris Strategy:

- Provide automated platforms to handle lead processing and measurement.
- Develop key target and strategic segments to drive outbound communications with advanced statistical tools.
- Capture key response information from several channels to drive efficiency throughout the marketing process.

Solution:

Pluris Marketing platformed an IMS solution with enhancements to handle automated lead consumption, measurement, targeting, and qualification within 90 days.

Pluris built distinctive and relevant prospect segments for use in messaging and offer strategies with advanced statistics.

Pluris monitored marketing program success to tune segments and targeting programs to consistently improve response and connect rates for new customer programs.

Results:

80%

Faster Time-to-Market for
New Marketing Programs

25%

Reduced Time-to-Market
for New Leads

25%

Increase in Response Rate
of All Prospects

**Can your customer acquisition strategy do all that?
Call us today to see how Pluris can help you find, target and keep your best customers.**