



Take a 3-Pronged Approach to Successful Marketing

Moving Beyond Channel Marketing

At Pluris, we focus on strategic marketing, not the channel you market within. Our clients succeed because we encourage them to take a media-agnostic approach to marketing strategy.

Our methodology goes beyond finding the right people at the right time. Instead, we focus on your company's goals while obtaining a complete picture of both your company's resources and your customer data to help create the most effective strategy.

Our pragmatic approach considers the return on investment (ROI) of programs, platforms, and processes. By concentrating our counsel on Strategy, Process, and Resource Management, we encourage you to analyze your offers, customer data, and products to maximize your marketing tactics.

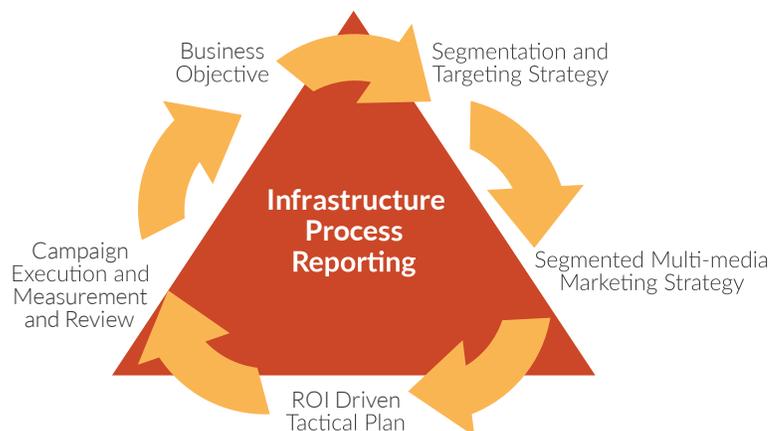
Building a Strategy

Pluris helps companies draw data from across their business for a holistic approach to marketing. Armed with this data, we develop strategies based on a single, accurate picture of your business and customers.

Successful strategy drives marketing investments. When your strategy is informed by all the available and relevant data, you can embrace affordable marketing technology. Pluris eliminates informational silos to provide an outside, high-level view of how you connect with customers and the impact that has on your sales.

By creating an environment that enables you to continually learn from your data, we help develop an intelligent, pragmatic go-to-market strategy. When you learn from experience, you can do better each quarter. With Pluris' help, best-in-class marketing organizations accelerate performance through infrastructure, process, and automation.

Our **Infrastructure Process Reporting** model shows how using business goals to shape your strategy creates a cycle of change:



Resource Management

Pluris helps your company take stock of what you can do based on who you are as a business. Successful marketing requires more than covering all the channels. A winning marketing strategy should maximize your internal resources used for generating and processing information.

We assess your resources to understand the flow of information across your business. After a thorough assessment, we show you how to better leverage your human capital and technology so you can build a model for more successfully acquiring and retaining customers. Once we have access to all your data feeds, we help you reach the right media mix. Determining which channels work and which can be cut will help you optimize your channel and category spend.

Process Management

Pluris helps your business align your marketing processes with your business goals. With Pluris' guidance, you can better determine how many customers you need, their lifetime value, and how your offers affect your profit margins.

Process Management enables you to reduce manual processes so your business can run complex marketing campaigns easily. In companies that rely on customer loyalty, much of the responsibility for reducing customer churn falls on marketers. Pluris streamlines and targets marketing processes, empowering your department to shoulder this responsibility. By optimizing offers and personalizing consumer communications, Pluris helps your business acquire and retain more customers.

About Pluris

The marketing experts at Pluris help companies in a range of industries develop winning marketing strategies. With Pluris' guidance, organizations gain a complete view of the customer through analytics so they can personalize consumer engagement.

Pluris works closely with your business to understand your resources and help you meet your marketing goals. Together, we can leverage analytics and the right tools to boost your marketing ROI.

Find out how to transform your approach to marketing. Contact Pluris today.

