



Optimizing the **Customer Acquisition Process**



About Pluris

With deep experience helping clients identify new markets to target, the Pluris team helps sales and marketing teams make data-driven decisions to maximize their ROI. Our team has a proven track record of optimizing the value of our clients' marketing plans to improve customer acquisition rates. From media and communications to finance and retail, Pluris offers comprehensive methodologies for building marketing solutions that achieve results.

At Pluris, we help lay the technology foundation to build better marketing plans. Our multi-faceted solutions help companies efficiently source and manage their prospect marketing database to identify new markets easily and improve ROI. By integrating all prospect data sources, our marketing solutions improve the effectiveness of advanced customer acquisition strategy while significantly reducing costs.

Using Pluris IMS, marketing teams can more easily...

Target Prospects

Using the comprehensive Pluris IMS analytics tools, your marketing teams can segment audiences based on market surveys, research reports, and psychographic profiles with ease. You can make conclusive and informed decisions on which audiences to target with the most relevant messages and offers. This substantially improves customer acquisition ratios and increases the ROI of marketing efforts.

Evaluate Risk

With Pluris IMS, your marketing teams can easily pinpoint the customers and businesses that generate the most revenue and new customer acquisitions. Using this advanced risk modeling, companies can analyze and rank campaigns based on high or low-risk levels.

Determine the Best Offer

Imagine being able to determine which offer will resonate the most with audiences. Using scoring and segmentation tools, your company can rely less on gut instincts and more on data to determine which offers would be best to present to prospects. This automates and speeds the decision-making process, boosting ROI.

Ensure Direct Mail Performance

To run a profitable direct mail campaign, accurate data such as names and addresses is critical. Suppression techniques keep your teams from marketing to the wrong audiences. They also help improve delivery rates and significantly reduce costs.

Take Advantage of Market Research

By pairing detailed business reports with customizable modeling tools, companies can gain an easy-to-understand view of consumers. With a better understanding of customer behavior and motivations, marketing teams can obtain a clearer view of both your customer and prospect behaviors, including responsiveness to offers, purchase propensity, and lifetime value.

Deploy Digital Marketing Tactics

Harness the power of digital mediums, like online and targeted television advertising, to cost-effectively advertise products and services. Digital is the gateway to immediate, quantifiable results.

**Contact Pluris today to
develop a customized
marketing solution.**



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