



Customize Your Marketing Strategy with Dynamic Targeting



About Pluris

The Pluris team has deep experience in omni-channel marketing. We have a proven track record of working with companies to optimize the value of consumer engagement. From media and communications, to finance and retail, Pluris offers comprehensive methodologies for building marketing solutions that draw insight from customer interactions.

At Pluris, we believe that designing a marketing plan is a collaborative effort. We work one-on-one with your business to define marketing goals and develop customized solutions that show positive customer response and a **rapid return on investment**.

Know Your Customers

Pluris solutions help marketers better understand consumers and generate key insights from their behaviors. Our IMST™ platform delivers operational insights, not just analytics.

Our IMST™ platform:

- » Converges third-party data, billing systems, data warehouses, and existing marketing solutions.
- » Catalogues offers, products, prices, messages, special rules, and more.
- » Optimizes offers through statistical modeling and business rule application recommendations.
- » Manages omni-channel platforms via built-in dashboard applications.
- » Grants instant access to reporting for ad-hoc analysis and behavioral modeling.

The Importance of Omni-channel Marketing

Consumers demand a seamless marketing experience across all channels they use to research and purchase products. Purchases often involve interactions with websites, mobile applications, and brick and mortar stores. For instance, a Forrester study showed that 50% of consumers expect to purchase online and pick up at the store. The more you know about how customers engage with your brand, the better you can maintain an engaging voice across marketing channels.

The Customer is the Channel

*MIT's report, **Beyond the Checkout Cart**, revealed over 80% of store shoppers check prices online.*

Our Solution

At Pluris, we enable marketers to conduct a meaningful dialogue across channels so you can build and retain your customer base. The Pluris Integrated Marketing Solution tracks the diverse ways your customers engage with channels. Whether customers are on a website, on a mobile device, or in a store, Pluris IMS™ can process information about their behavior to produce actionable insights, boost conversion rates, and improve customer satisfaction.

Our Pluris IMS™ platform gives you a detailed picture of your customers by drawing critical data from a variety of sources. Multiple levels of targeting paint a detailed and accurate picture of the marketplace. Each targeting application is fully scorable at the individual or household level. The solution can be further customized for specific industries, geographies, and products.

Built-in dashboards simplify omni-channel management. The data from every interaction can be analyzed to understand behaviors and anticipate future needs. With a window into customer preferences, you can customize messages and offers to the right customers, at the right time, and in the right place.

Seeing Marketing Results

To keep current with customer preferences and measure results, Pluris' IMS™ uses periodic scoring, accuracy checks, and maintenance to monitor each targeting solution. We make it easy to see the impact of your marketing strategy through monthly performance reports on KPIs, like sales and customer churn.

With Pluris' IMS™, your company will experience increased sales volume, revenue per sale, and customer retention for a noticeable return on marketing investment.

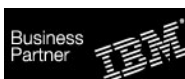
A Marketing Solution with Flexibility

We do more than design a marketing solution for your business. Pluris helps monitor and manage your solution to guarantee long-term performance. With 40% of marketers planning to increase their spending on data-driven marketing, we want to make sure that your investment pays off.

Pluris doesn't make you pay for features you don't need. You can choose the targeting elements that help you best understand your specific audience. The strategic insights you gain from targeted marketing means your solution pays for itself. You can expect to see measurable value in no time.

You don't need to worry about outgrowing your marketing solution. We understand that the marketing landscape is fast-paced, so we provide you with the flexibility to change with it.

Contact Pluris today to develop a customized marketing solution.



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