



# Integrated Solutions to **Solve** Your Biggest Marketing **Challenges**

## Integrated Marketing Solution (IMS)

### Who We Are

At Pluris, our innovative designs simplify the lives of sales and marketing teams. Whether you're looking to increase subscriber numbers, perfect omni-channel marketing efforts, or converge all of your internal marketing resources into a more manageable platform, our teams design integrated, holistic, and perfect-fit marketing solutions to make it happen.

As one of Gartner's top-ranking marketing platforms on the market today, our proven marketing solution manages millions of consumer interactions every month for clients in media, communications, retail, and financial services.

Using Pluris, marketers take a combination of information – from engagement history and customer data to current media spend – and turn that information into:

- » Highly refined attribution with ROI analysis
- » Marketing offer optimization
- » Higher conversions and customer engagement

### A Unique Integrated Marketing Approach

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

Our IMS™ 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.

### What You Stand to Achieve with IMS™

- » Optimize the value of each customer engagement through meaningful dialogue to increase conversions.
- » Use digital messaging to engage consumers where and how they want to be engaged.
- » Facilitate better marketing decision-making by unifying all marketing assets and data sources.
- » Expand target audiences while reducing marketing expense per touch.
- » Align offers for each customer using embedded analytics in interactions and digital channels.
- » Manage marketing resources in a well-coordinated manner to ensure efficiency, quality, and consistency in messaging to consumers.

## Competitive Differentiators

### Reduced dependency on highly-skilled IT professionals

- » Eliminate the need to send analytics orders to IT for day-to-day analysis and reporting.
- » Marketers and LOB officials can use a simplistic dashboard.
- » Users can easily run reports, structure campaign strategies/offers, and forecast future performance.

### Experienced, responsive account management and support teams

- » Support teams are experts in how to utilize analytics, analysis, and measurement to create quality campaigns across all channels (web, direct mail, direct and phone sales, email).
- » Pluris teams specialize in creating and supporting world-class retail and media business marketing solutions.

### Proven, integrated marketing package

- » Pluris' integration methods take advantage of a client's existing infrastructure to deliver sophisticated marketing programs.
- » Custom tool bundles are integrated into one database that supports the entire marketing lifecycle.
- » Pluris unifies the management of marketing assets as opposed to siloed, off-the-shelf vendor tools.

### Service bundles for ongoing enhancements and improvements

- » Updated and ever-evolving software designs meet the latest and greatest marketplace challenges.
- » All updates and improvements are designed to be implemented within an extremely short timeline.



Work smarter and simplify your marketing efforts. Discover the difference a holistic marketing architecture can offer.

**Reach out to a Pluris expert to begin exploring a better marketing solution today.**

