



Customize Analytics to **Optimize Sales and Marketing ROI**



About Pluris

The Pluris team has deep experience in customizing analytics so sales and marketing teams can make data-driven decisions to maximize ROIs. Our team has 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 achieve results.

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.

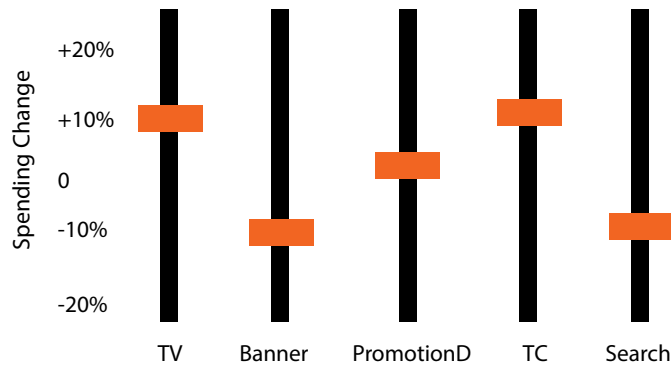
Harnessing the Power of Marketing Mix Modeling

Every company has a unique market, brand, geographical setting, and set of business challenges. Our marketing mix modeling solution offers advanced statistical analytics that can take a deep into understanding your specific brand, industry, and market needs. This customization provides accurate, actionable insights that are specific to your business.

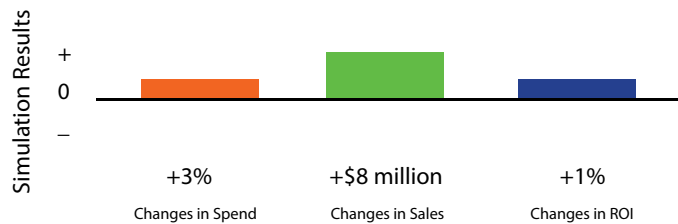
Our IMS platform:

- » Detects strengths and weaknesses in marketing programs.
- » Offers solutions to issues with traditional, digital, and social media.
- » Analyzes the impact of external influences on sales performance, like seasonality.
- » Assesses the performance of your media investments.
- » Provides recommendations for media investment shifts to optimize spends.

Leveraging Marketing Mix Simulations for Business Planning



Simulations Results



Innovation to Keep Pace in the Evolving Digital Era

Media is constantly evolving—from social media to new media and screen convergence. Digital is leading the forefront, and staying abreast of the latest changes is no easy task. But, with a customized analytics modeling solution, your teams can stay one step ahead of shifts in the media landscape.

The Pluris IMS platform puts data to work for your company and allows your teams to:

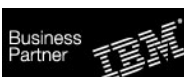
- Assess and leverage new developments
- Use new data sources
- Put the power of marketing insights into the hands of your teams

The Power of an Experienced Analytics Partner

Business goals are always changing. Companies must align marketing goals with those shifts to optimize revenue, sales, and profit. A committed partner, like Pluris, can help:

- Monitor and forecast the long-term impact of marketing plans
- Assess progress of all marketing tactics
- Continually perfect marketing efforts to increase top-line revenue and ROIs
- Provide key insights via dashboards to monitor business shifts
- Harness the latest tools to maximize planning efforts

Contact Pluris today to develop a customized marketing solution.



(508) 663-1100 | [Twitter](#) #PlurisMarketing