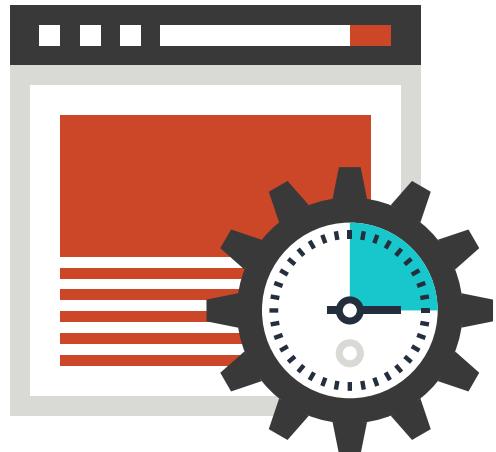




# Maximize Marketing Success with Offer Optimization



Most models on which businesses base offer optimization exclude potential prospects who are not a perfect fit. They do this to ensure the highest possible return on the promotional investment. Pluris takes a different approach.

Pluris does not rely on only one model. Instead, we look at your prospect database comprehensively and make recommendations on how to reach your good, better, and best prospects. We do this by modeling to align all elements of the offer mix—product and service bundles, price points, and messaging. We also model to create relevance for all prospects receiving an offer.

Our methodology has a track record of successfully optimizing customer offers. That optimization is evident in significantly reduced costs and improved metrics in every category, such as open rates, response rates, and click-through rates.

In short, Pluris helps you maintain high ROI and uncover new revenue streams without excluding potential targets. By making strategic changes in the way you interact with your target audiences, you achieve superior results.

## An End-to-End Solution for Offer Optimization

At Pluris, we deliver our offer optimization solution as a service and as part of an overall strategic marketing plan. Through advanced techniques, we build multiple models that predict consumer behavior based on prospect and customer characteristics and offer mix attributes. We develop potential offers and associated targeted messaging and import that data into our proprietary offer management solution.

Applying our optimization algorithms allows us to normalize the predictive models and identify the most effective offers for each prospect or customer. We integrate the optimized offer into the correct channel based on known previous preferences of customers and prospects. In this way, we help our clients maximize the return on their marketing investment.

## **Engaging Pluris for Offer Optimization Allows Marketing Teams to...**

### **Gain Deeper Prospect and Customer Insights**

To find the best offer for each prospect or customer in real time, apply powerful analytical platforms to your existing and future datasets. You gain insights into the current and future needs of customers based on insights from their past preferences. From there, you can identify the best channel for each prospect or customer in real time.

### **Enhance Digital Marketing**

Bringing optimized offers into digital marketing efforts improves performance across every metric. Your team will be able put the ideal offer in front of each prospect or customer. Each landing page, gate, and product page will be personalized with relevant and engaging content and messaging.

### **Empower Sales**

Provide sales with the insights and offers they need to approach any type of customer interaction successfully. These include direct engagements, face-to-face conversations, and communications through a contact center. Moreover, the Pluris strategy is to do more than simply provide the offer to the sales team. Our offer optimization methodology requires that offers be in alignment with compensation and sales goals. We achieve that by incentivizing sales to take precisely the desired actions, which increases sales maximally. Sales professionals can take the targeted, compelling, and optimized offers to sell 20x more offers, boosting conversion gains by 30-100%.

### **Understand Offer Effectiveness**

A key aspect of offer optimization is ensuring that current or near-term discount and incentive offers do not adversely affect future profitability. Pluris uses Direct Response Analysis to determine promotion profitability and optimal offer strategy by prospect segment, while avoiding undercutting future profits.

### **Optimize Pricing Strategies**

Offer optimization requires a keen understanding of the way customers respond to your pricing. The Pluris analytical model incorporates elements such as consumer sensitivity to pricing, behavioral, and psychographic data into your marketing strategy. Other elements to consider include profit and volume goals, the competitive marketplace, and any effect that a pricing change might have on customer loyalty.

### **About Pluris**

The Pluris team has deep expertise in next-generation data and analytical platforms. Backed by these capabilities, we help our clients develop effective, unique, and targeted offers to prospects and customers. With key behavioral insights gained from customer interactions, clients can effectively engage with their customers across traditional and interactive messaging channels.

**Are you ready to start delivering maximally effective and highly targeted offers to prospects and customers? Speak with a Pluris Offer Optimization Analyst today.**



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