



Client Success: Less Time, More ROI



Objective: Our client needed to find a better way to efficiently source and manage their prospect marketing database, identify new markets and target their best prospects.

Most importantly, the client sought to improve the ROI on their overall marketing investments. The company's current system and targeting efforts were becoming less efficient, as they required increased marketing resources and the effectiveness of their segmentation and targeting solutions waned.

Strategy:

Improve sourcing of prospect data and integrate several disparate prospect data sources

Create a single destination for all consumer segmentation, targeting and source data

Reduce campaign time-to-market by reducing time spent collecting and integrating disparate data

Improve the campaign effectiveness of advanced targeting solutions

Improve consumer insight

Reduce the time to market of new segmentation and targeting solutions in order to capture sales growth.

Solution:

A multi-faceted solution, provided by Pluris was implemented to meet the client's needs.

The Pluris IMS™ integrate all data sources from multiple systems and data vendors to provide a single data interface.

Custom tools allowed marketers to minimize the time spent finding and analyzing data.

A customer acquisition strategy identified the most important prospects and targeted messages to them to meet their needs.

A more robust advanced analytic environment streamlined processes, providing time savings that allowed the marketing team to be in the drivers' seat versus constantly reacting to current results.

"In one process alone, we've reduced our time to market by 80%. This is just one of many improvements we're realizing with Pluris, and it's a big deal!"

Cortney, Marketing Statistician

Results within the first two quarters:

25% Increased Overall Response Rate

30 Freed Up Hours Per Week For the Marketing Team

25% Reduction in Data-Load Schedule

Increased Response Rate for Most Important Prospects by **33%**

Decreased Time Spent on List Pulls by **98%**