

DELIVERING RELEVANT  
CUSTOMER INTERACTIONS THROUGH

# OFFER MANAGEMENT

You're under increasing pressure to know how your customers shop and what they are going to need next. Too often, organizational silos prohibit analytical tools from delivering a full understanding of what is happening with your customers across all channels.

Offer management strategies deliver a better understanding of your customers' histories and past buying behaviors. These enable you to orchestrate real time, relevant messages and offerings at the perfect moment.



## Are Your Efforts to Delivering a Positive Customer Experience Falling Short?

**16%** Only 16% of marketers think that their organization delivers customer experiences that fulfill their brand promises.<sup>1</sup>



14% say they are completely missing the mark.

**14%**



**21%** Only 21% of companies achieve a single customer view.



**57%** 57% expect to achieve a single customer view within two years.<sup>2</sup>



## Marketing Today Is ROI-Focused

MEASURING ROI IS THE MOST IMPORTANT INITIATIVE FOR CMOs.<sup>3</sup>

MORE THAN 1/3 OF CMOs SAY THAT DIGITAL MARKETING WILL ACCOUNT FOR 75% OR MORE OF THEIR SPENDING WITHIN THE NEXT 5 YEARS.<sup>4</sup>



## Companies Stand to Gain with Comprehensive Predictive Analytics

**90%** Rapid Returns on Investments: After deploying predictive analytics for the first time, 90% of organizations attained a positive ROI.<sup>5</sup>

**66%** High Business Value: 66% of companies that implemented business analytics stated that it provides "very high" or "high" business value.<sup>6</sup>

**1%** Reducing Operational Expenditures: Predictive analytics users reported a 1% improvement in operating profit margins within 1 year.

## Increased Customer Retention Rates



Businesses using predictive analytics increased their customer retention rate by 6% year-over-year.<sup>7</sup>



Yet CMOs spending top dollar for big data use (37% of their budget), struggle with figuring out what to look at first.<sup>8</sup>

## Customer Engagement Is About the Journey

**56%** 56% of all customer interactions happen during a multi-channel journey.<sup>9</sup>

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**69%** 69% of companies say they offer a superior online experience.

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**51%** But 51% of customers who left a company blamed their exits on bad online experiences.

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**81%** 81% of companies say they have or are close to having a holistic view of their customers.

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## Offer Optimization: Pluris Modeling Approach Delivers Touchpoint Integration

Pluris' Offer Optimization is an SaaS based Offer Management platform that can be incorporated into a single channel or multiple DR channels.

The MORE™ (Marketing Optimization and Recommendation Engine) technology mathematically aligns Offer Dimensions with Consumer Dimensions, which grants companies analytically-driven and dynamic promotional capabilities.

We allow marketers to:

- ✔ Customize offers, not just feature products and discounts.
- ✔ Align offers to consumers at an individual level.
- ✔ Manage incentives and promotions to profit and volume goals.
- ✔ Incorporate behavioral data to guide offer presentation.
- ✔ Distribute offers across multiple channels.
- ✔ Prioritize offers to better manage campaign objectives and the marketplace.

### About Pluris

Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers better understand consumers, generate key insights from their behavior, and engage them in the most effective way across many channels. Pluris is a proud IBM® business partner.

Your best customers are waiting to hear from you.

Let Pluris help you make each interaction more relevant and impactful.

**PLURIS**

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