

Experience Falling Short?

Only 16% of marketers think

customer experiences that

that their organization delivers

Are Your Efforts to Delivering a Positive Customer

fulfill their brand promises.1 IIIII, 则则 则则 **IIIIII** 则则 则则 则则

the mark.

14% say they are completely missing

57% expect to achieve a

single customer view

within two years.²

Only 21% of companies achieve a single customer view.

MORE THAN 1/3 OF CMOS SAY THAT ARKETING WILL ACCOUNT FOR

Marketing Today Is ROI-Focused

MEASURING RO INITIATIVE FOR **G**

THE NEXT 5 YEARS.4 S S

OF THEIR SPENDING



Companies Stand to Gain with

Comprehensive Predictive Analytics

Rapid Returns on Investments: After deploying predictive analytics for the first time, 90% of organizations attained a positive ROL5

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

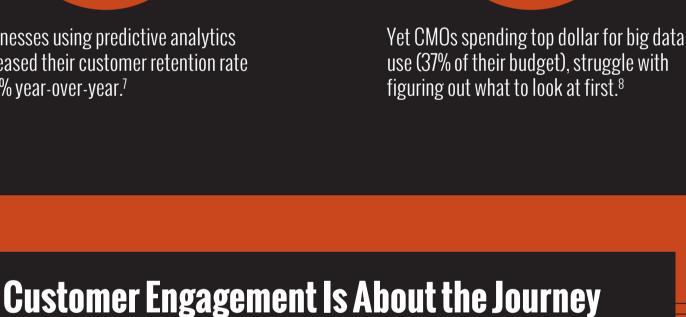
analytics users reported a 1% improvement in operating profit margins within 1 year.

Reducing Operational

Expenditures: Predictive

Increased Customer Retention Rates





they offer a superior interactions happen during online experience. a multi-channel journey.9

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

We allow marketers to:

56% of all customer

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

69% of companies say

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.

Offer Optimization: Pluris Modeling

Approach Delivers Touchpoint Integration

Customize offers, not just feature products and discounts. Align offers to consumers at an individual level.

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

Manage incentives and promotions to profit and volume goals.

Incorporate behavioral data to guide offer presentment.

Your best customers are waiting to hear from you. Let Pluris help you make each

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.

interaction more relevant and impactful.

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9 McKinsey 2013 | Customer Journey | http://www.mckinsey.com/client_service/marketing_and_sales/latest_thinking/customer_decision_journey

10 IBM and Econsultancy study | https://www.ibm.com/blogs/commerce/articles/2015/07/13/gain-insights-customer-journey-analysis-build-superior-experiences/





¹CIO | https://cmocouncil.org/facts_stats.php

² CMO Council | https://cmocouncil.org/facts_stats.php ³ Gartner | http://www.gartner.com/technology/research/digital-marketing/digital-marketing-spend-report.jsp

Business 2 Community | http://www.business2community.com/digital-marketing/14-dazzling-digital-marketing-stats-and-facts-01287481#93SVMRuCLm3qT7aE.99 ⁵ Predictive Analytics World | http://www.predictiveanalyticsworld.com/Predictive-Analytics-World-Survey-Report-Feb-2009.pdf ⁶ SAS | http://www.sas.com/events/cm/174390/assets/102892_0107.pdf IBM | ftp://public.dhe.ibm.com/software/data/sw-library/cognos/pdfs/analystreports/ar_predictive_analytics_the_right_tool_for_tough_times.pdf 8 CIO | http://www.cio.com/article/2461403/cio-role/the-cio-and-cmo-perspective-on-big-data.html

Business Partner