



Take Marketing Automation Further with Business Intelligence



Marketing Automation as a Foundation

The idea of marketing automation is a good one: use a tool that enables various marketing tactics to function reliably. While automation ensures email, direct mail, media and even catalogue campaigns run efficiently, it only represents the starting point for developing a winning marketing strategy. It is not simply enough to push out messaging. The best marketers react to their customers and understand how they respond. Instead of setting and forgetting marketing automation, the most successful marketers use events and triggers found within their data to adjust their strategy and continually improve their results.

Marketing Smarter with Business Intelligence

When paired with business intelligence, marketing automation can help you adapt your marketing tactics as conditions change. Each customer interaction gives clues about the value of specific channels and presents an opportunity to better serve, and sell to, that customer. Data from these interactions can be mined for information about how to group ideal customers together to create improved experiences.

With Pluris, you obtain a more accurate picture of your ideal customers and the ability to identify opportunities for increased sales. Pluris lays the groundwork for valuable BI by:

- Working to understand business rules, setting up rules-based operational engines, and conducting multiple data checks to ensure data quality
- Using production processes to create timely and accurate data so you can make the right marketing decisions
- Enhancing our Media Mix Analysis with BI to show how interactions within specific channels lead to conversions, helping to create the best omnichannel marketing strategy

Our Solution

Our Business Intelligence solution is built on the Pluris Integrated Marketing Solution (IMSTM) platform. Pluris IMSTM creates a complete view of your customers using critical data drawn from a variety of sources. By unifying all marketing activities and data sources, our platform facilitates better marketing decision-making.

With Pluris' marketing automation platform, your company can align offers with the customer analytics embedded in each interaction and digital channel. Pluris IMSTM allows you to coordinate marketing resources to ensure efficiency, quality, and consistency in brand messaging during consumer interactions.

The Pluris Difference

Powered by BI, our marketing automation platform is media-agnostic. We are a holistic marketer, so we can help you reach customers through any channel, enabling them to interact with your business when, where, and how they prefer.

Pluris' marketing automation platform fulfills the functions of all your one-off tools to optimize marketing activities across all media. Dissimilar to single-serving Campaign Management Tools or Data Management Platforms, our marketing platform is not limited to one specific process or function. We provide a comprehensive solution that handles everything from asset management to analytics and reporting, with options for expanded capabilities to meet changing needs.

About Pluris

The team at Pluris is dedicated to helping companies in a range of industries succeed in omnichannel marketing. We work with organizations to personalize consumer engagement. Pluris offers comprehensive methodologies for building marketing solutions that mine customer interactions for actionable insights.

Pluris collaborates with your business to develop customized solutions that meet your unique marketing goals. We have a long track record of guiding companies in the development of marketing strategies that win customer loyalty and increase the bottom line.

Do you have the BI you need to understand the health of your business? **Contact Pluris to learn how to capture valuable data with the right marketing automation platform.**

