PLEXURE

An introduction to retail personalization and IoT-driven CRM

Grow your customers' transaction size and increase the frequency of their visits by making CRM live and personal with the Internet of Things.

Make CRM relevant in real time with the IoT

Brands that rely on the real world for the majority of their business can now add technology that enables more personal interaction with customers. Encourage customers to visit physical locations more often, spend more while there and become more engaged with the brand.

CRM

Ecommerce

Ad views & clicks

Blogs

Online

App downloads

Social media

Real world

Geolocation

In-store movement

Connected displays

Personalized offers

PLEXURE

Plexure is the missing piece of the CRM puzzle

Plexure extends your CRM through the sensors and devices in your physical locations as well as live data feeds from the world around them. This live data and context is combined with your existing data to bring customers to your locations and influence them in very personalized ways while they are there. Real time capability means Plexure can respond to customer behavior in the moment rather than waiting for transaction batches or reporting cycles like many other CRMs do.
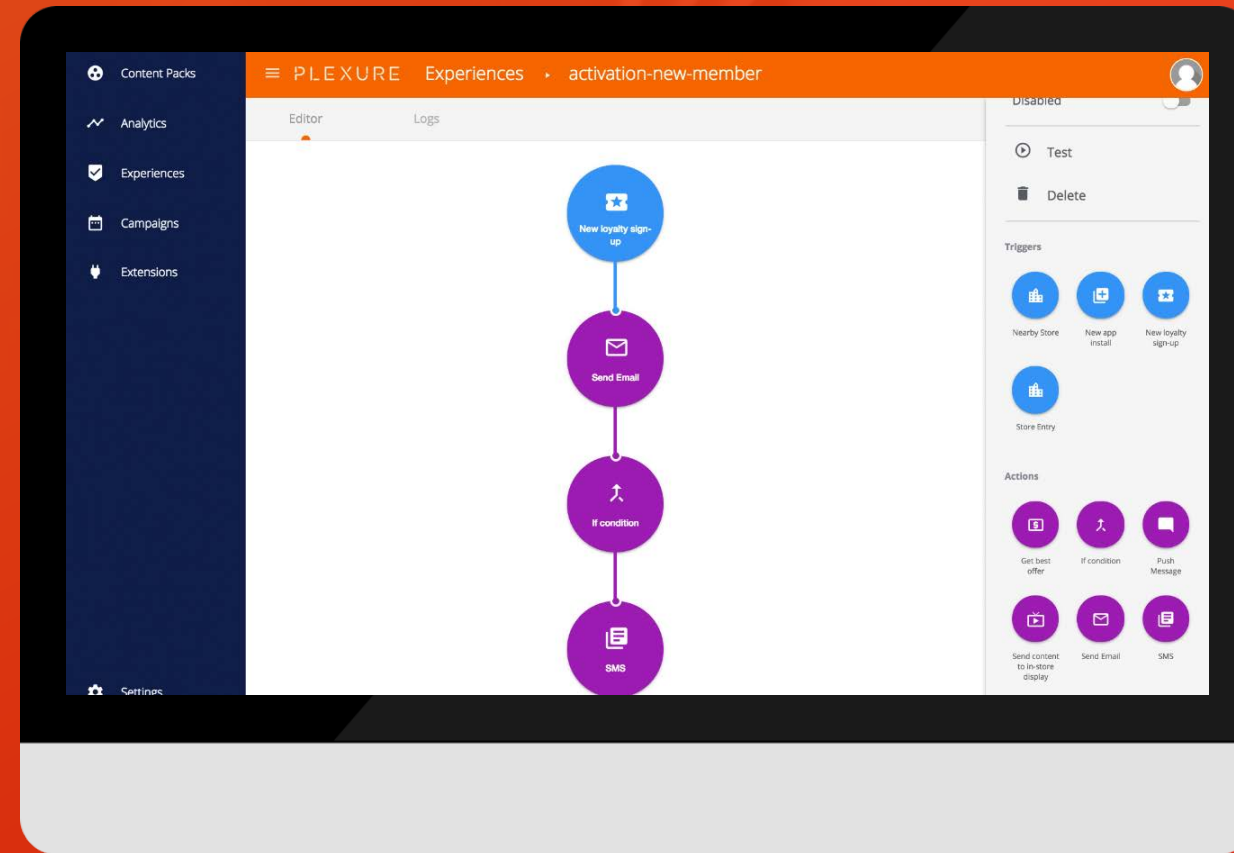
Improve customer lifetime value by doing revolutionary things with the customer relationship models you already use.

Inevitably your CRM challenges can be traced to specific problems you're trying to solve.
Perhaps you have a large base of members with loyalty cards or downloaded apps who don't interact with your brand. Or maybe you know when a customer is with you in store, but you can't combine inventory, supply and purchase history together to make an offer on the spot, right there and then.

The Plexure platform provides simple workflow tools that allow you to configure processes combining real world data and online information in the same way your CRM team would configure a campaign.
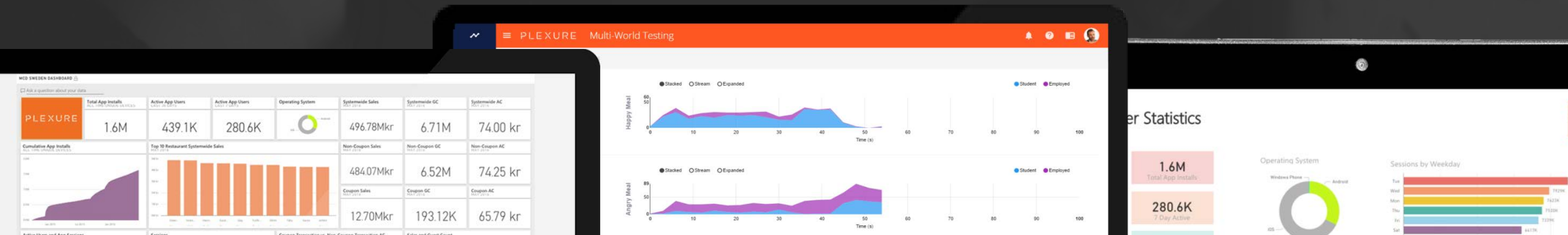
Plexure uses industry best practice. New ideas are thoroughly tested, measured and improved in a continuous cycle.

We capture tens of thousands of live digital events per second: data from digital activity, transactions and sensors in the real world. Every marketing interaction is analyzed and **measured** for its value and ROI.

Machine learning is used to automate live decision making and to **optimize** activities in real-time. Connecting to Cognitive Services allows for advanced tasks like analyzing images and audio or handling bot conversations.

All these tools combine to **influence** individual customers in real time, closing the loop between your online relationship management and physical world interactions, making customers' retail experiences personal and valuable.

Visit plexure.com for more information

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