

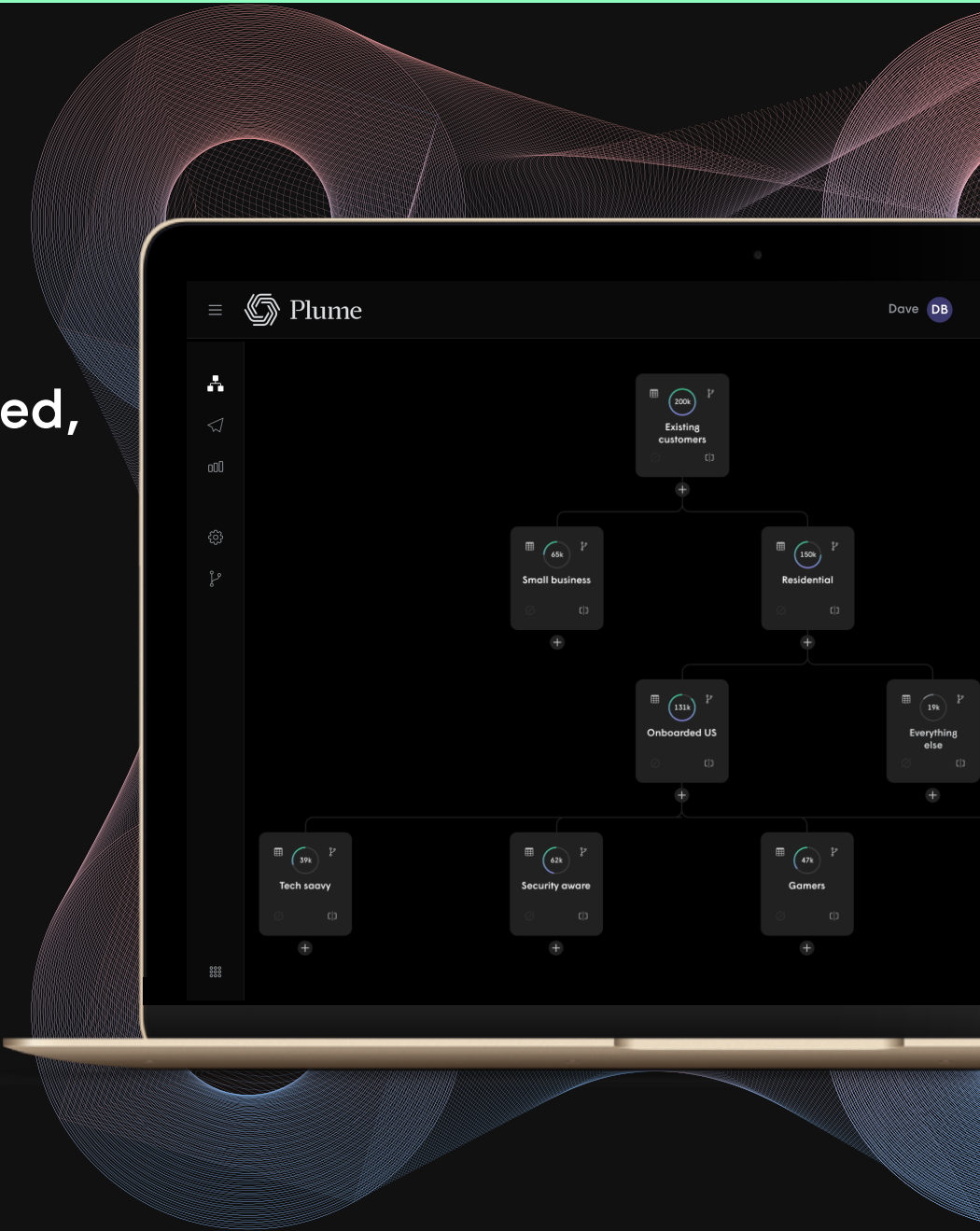
 Plume

Generate

Customize target groups for cohort-based, personalized marketing campaigns

Optimize marketing performance with more precise audience segmentation

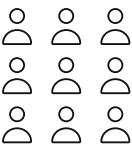
Your marketing team may have access to customer data, but not always the tools or time to process, analyze, and convert that data into attributes useful for segmentation. Without precise market segmentation, your team may have to rely on guesswork to create their marketing strategies. With access to an AI-powered segmentation tool full of collected audience data and understanding, your team will have better insights to help improve campaign ROI.



Robust data-driven customer insights at your fingertips

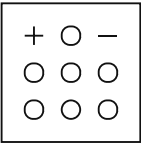
Generate, part of Plume’s Harvest suite of marketing services, enables an in-depth understanding of your customers with little effort and no data science background required. With Generate, your marketing team can segment your customers based on demographics, pre-set metrics and KPIs related to their account, devices, networks, and behaviors. This means that with Generate you can upsell and cross-sell to existing subscribers through precision marketing.

Key features



Consumer segmentation

Group, organize, and filter your customers based on their devices, user behaviors, preferences, and demographics. Choose between different views to fit your criteria and include, exclude, or combine these cohorts for your campaigns.



Synchronization with automation platforms

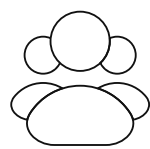
Export or sync generated cohorts to applicable external marketing automation platforms, including Google and Facebook Ads.



Visualization and exploration

Correlate campaigns and their influence on customer behavior to determine if campaigns are having your intended effect on the targeted segment.

Key benefits



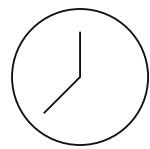
Simplified segmentation management and organization

Customize targets with your own set of queries and filters to create a combination of multiple cohorts and targeted outbound lists.



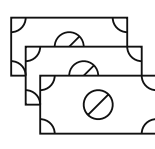
Increased campaign effectiveness

Create personalized messaging based on in-depth subscriber profiles that detail adoption rates, brand affinities, device usage, and tenure.



Decreased time to market for campaigns

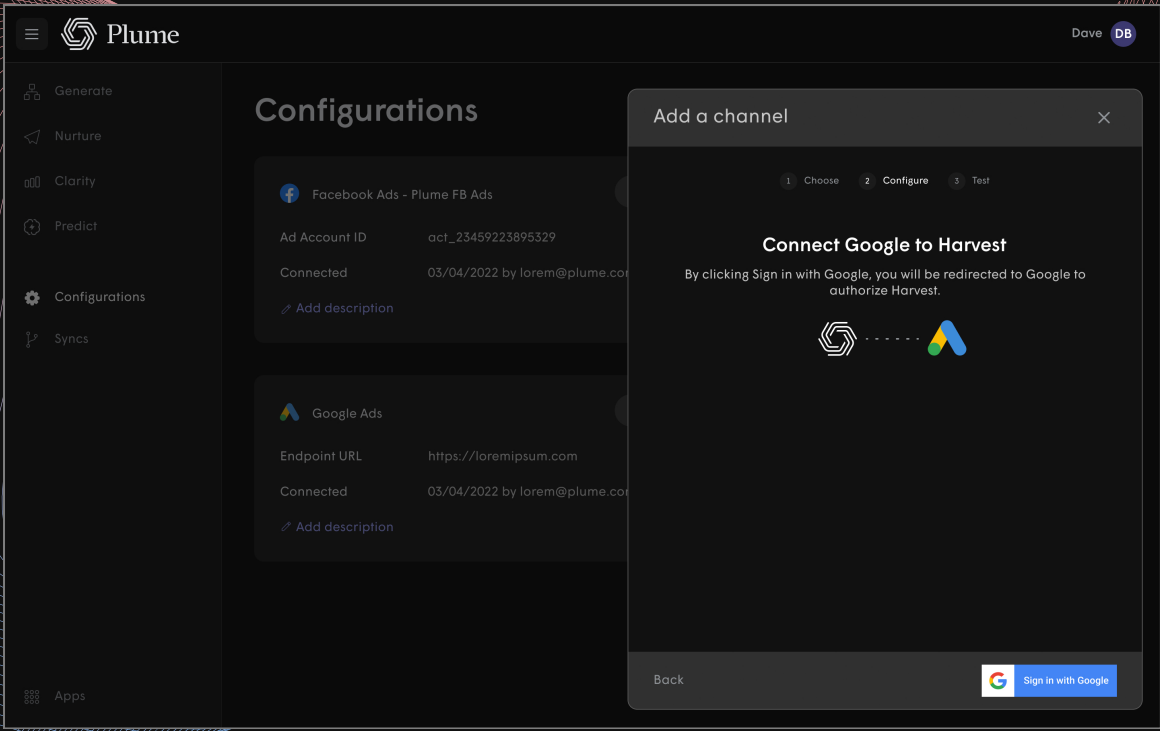
Quickly pool and analyze data from Plume's HomePass and WorkPass platforms and the OpenSync cloud to create targeted outbound lists that can be easily exported to external marketing automation platforms.



Cost savings on your campaigns

With improved and easier segmentation, reduce your marketing team's time to launch campaigns and reduce your need for 3rd-party data, each of which can save time and money.

Generate empowers your team with targeted AI-based customer segments synced to Google and Facebook Ads.



Why partner with Plume?

Plume's solutions help CSPs reduce costs while increasing operational efficiency.*



60+



Truck rolls

67%



Monthly ARPU

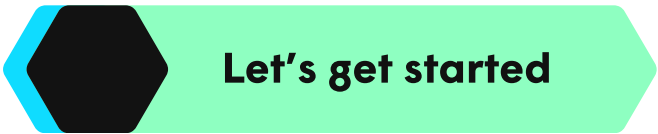
\$15



ROI

200%

*Data based on an average taken across Plume's deployed CSP customer base



Partner with Plume and start seeing your subscriber audience in a new light. Contact partner@plume.com to learn more.

