

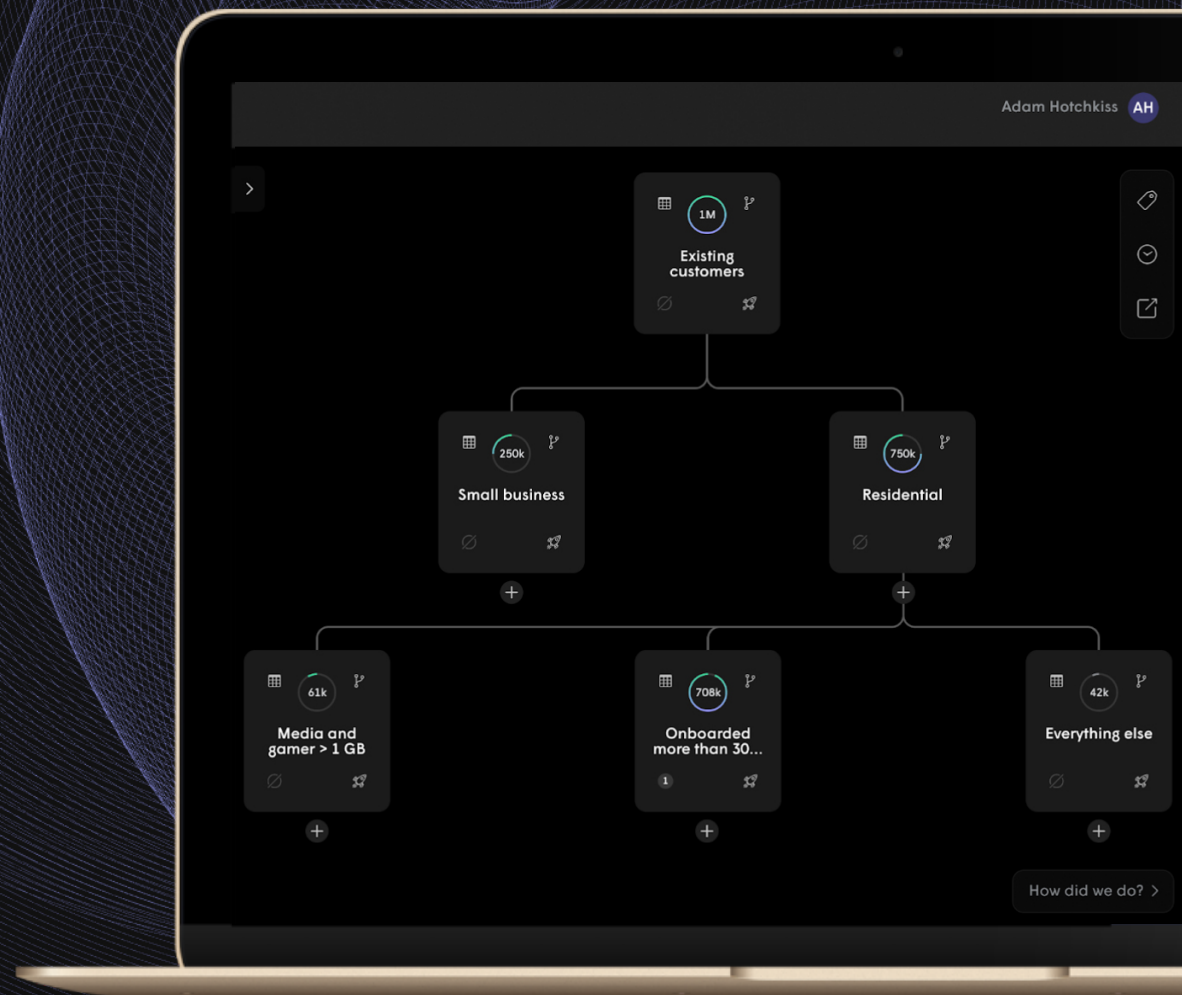


# Harvest

**Business intelligence you can use to drive tangible growth**

## Gain deeper insights into your customer base

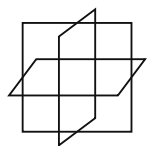
Your marketing team may have plenty of data, but do they have insight into who their subscribers are and how to cater to them? Without it, they lack the ability to pinpoint and target the right subscribers at the right time—two steps that can be essential in scaling business.



## Leverage market data to target subscribers

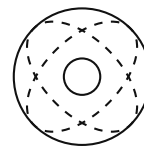
Harvest offers data-driven network insights and campaign automation tools that give Communications Service Providers (CSPs) the marketing intelligence they can use to boost their business without draining resources. With Harvest, CSPs are in a better position to acquire new subscribers efficiently, retain at-risk subscribers with personalized experiences, as well as upsell and cross-sell to existing subscribers through targeted campaigns.

## Applications



### Generate

Leverage real-time data feeds designed for easy, effective, and intuitive self-generated queries. Create customized target audience groups for sales and marketing campaigns.

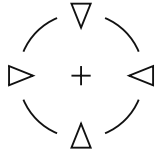


### Nurture

Create curated marketing campaigns based on customized cohorts and run upsell, cross-sell, engagement, and lead generation campaigns through the campaign delivery tool.

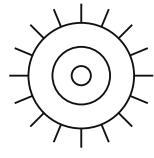


## Key benefits



### Increase competitive advantage

Leverage business insights to capture revenue opportunities, differentiate services, and improve brand loyalty.



### Optimize marketing performance

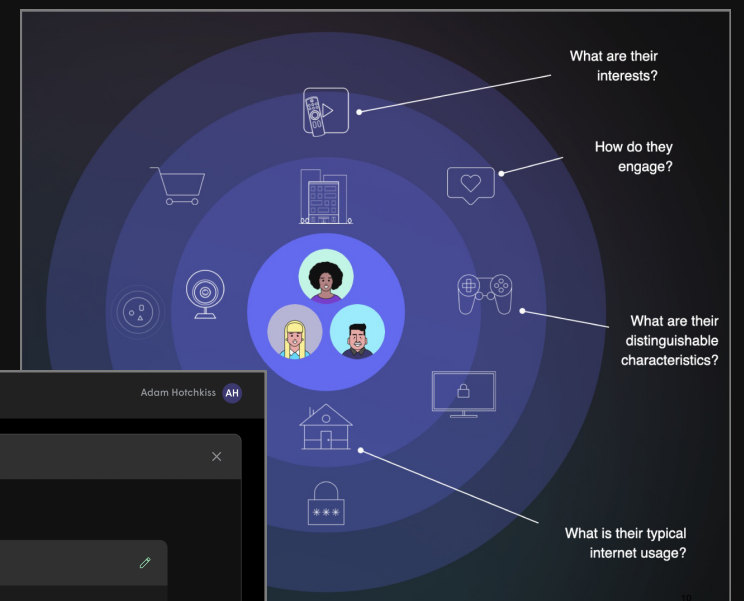
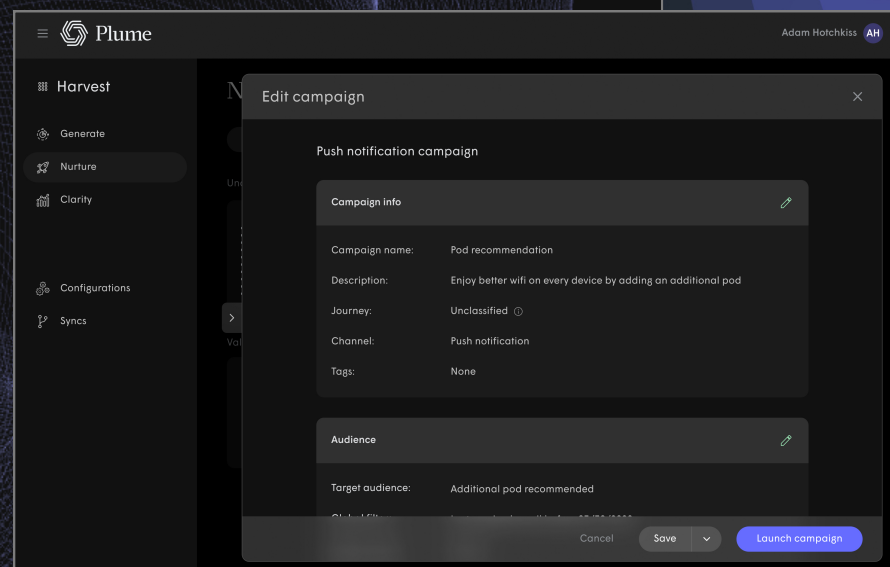
Tailor marketing strategies based on enhanced subscriber visibility. Improve customer loyalty, meet business objectives, and boost ROI.



### Increase customer lifetime value


Boost customer satisfaction, trust, and retention with a more personalized approach to marketing.


**Harvest** empowers your marketing team with data-driven network insights and campaign automation software.




## Why partner with Plume?

Our services are proven to help CSPs reduce costs while increasing operational efficiency.\*

 ▲ **60+**  
NPS

 ▼ **67%**  
Truck rolls

 ▲ **\$15**  
Monthly ARPU

 ▲ **200%**  
ROI

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

**Let's get started**

Partner with Plume and start seeing your subscriber audience in a new light. Contact [partner@plume.com](mailto:partner@plume.com) to learn more.



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