

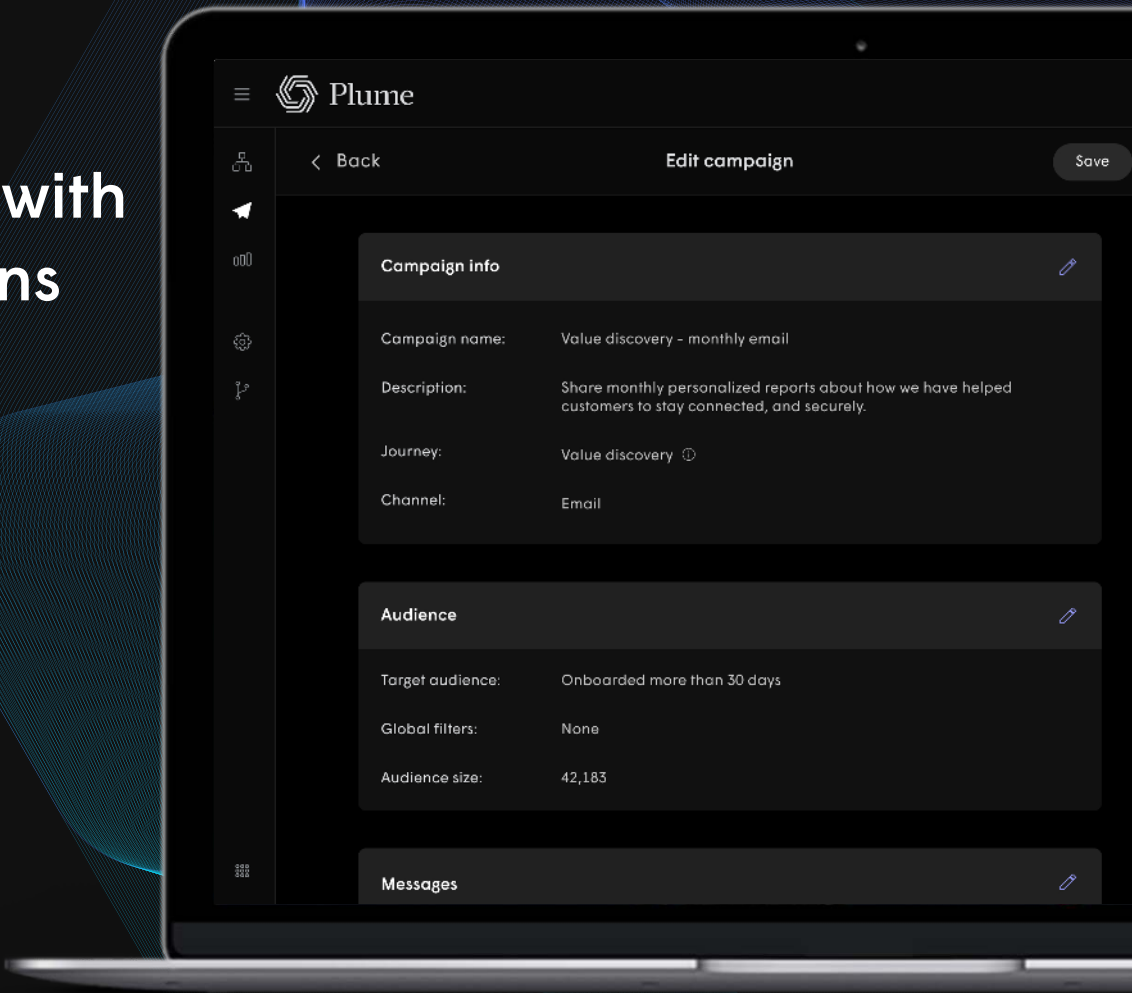


# Nurture

## Increase subscriber engagement with personalized marketing campaigns

### Easy campaign delivery

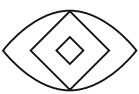
With Nurture, marketing teams can create personalized, engaging, and visually appealing campaigns to effectively and meaningfully connect with their existing customers in a way that increases subscriber satisfaction and engagement.



### Impactful marketing campaigns and faster time to market

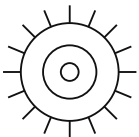
As part of Harvest, Plume’s marketing services suites, marketing teams can leverage the power of analytics and insights provided by Generate to build targeted segments, and activate through Nurture. With Nurture teams can tailor each marketing message to match the audience segment profile they want to engage with, in a personalized and privacy respecting way. Select, modify, preview and activate pre-built campaign templates either as email campaigns or push notifications delivered straight into the HomePass app

### Key features



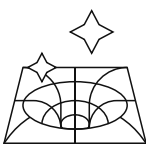
#### Pre-built campaign automation

Drive traffic to Plume’s website or knowledge base, or your own website with pre-defined assets, personalized messaging, and pre-built campaigns targeted at specific stages of the customer lifecycle.



#### Multichannel messaging and user engagement

Reach your subscribers through mobile push notifications and email campaigns and choose the audience and frequency at which the messages are sent.



#### Campaign management and organization

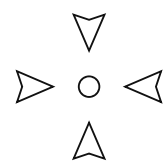
Search and filter campaigns by tags, journey stage, channels, and more.



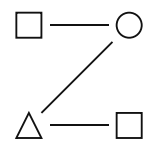
#### Branding configuration

Customize pre-built marketing campaigns with brand colors, logo, messaging, footers, and more which are then sent from your domain.

Key benefits



**Augment marketing activities**  
Launch effective, optimized campaigns faster. Nurture creates pre-built campaigns to deliver targeted messaging to selected customer segments on your behalf, reducing your overhead costs, your testing time, and more.



**Omnichannel campaign support**  
Plan, execute, track, and evaluate autonomous, on-demand email campaigns sent from your email address and domain and send push-notifications through the HomePass app to your subscribers.

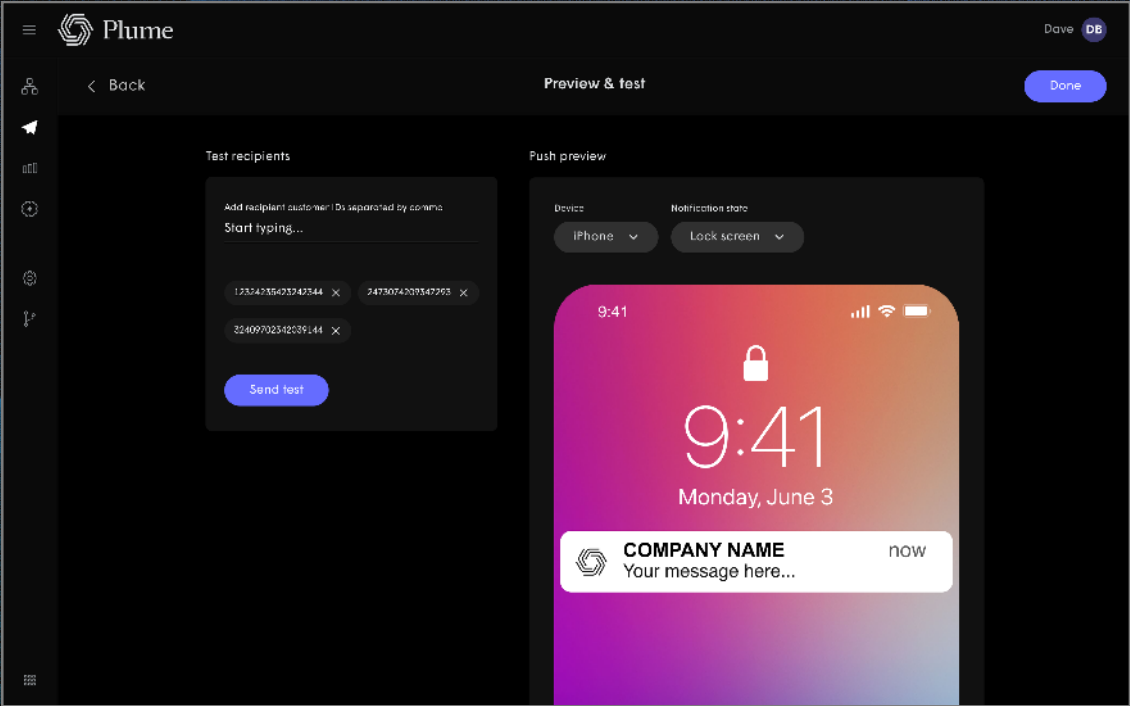


**Access Plume’s curated content**  
Feed your value discovery, onboarding, renewal, up-selling, and cross-selling campaigns, with proven, market-deployed creative content and resources.



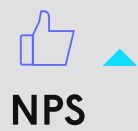
**Powered by Plume, designed for you**  
Add your branding to Plume’s pre-built campaigns and utilize data captured in the Plume Data Cloud for more powerful, precision-marketing campaigns.

**Nurture** augments your marketing activities by unlocking new engaging ways to connect with your subscribers leveraging the unique data insights from Plume’s Data Cloud.



Why partner with Plume?

Plume’s solutions help CSPs reduce churn and increase ARPU.\*



60+



Truck rolls

67%



Monthly ARPU

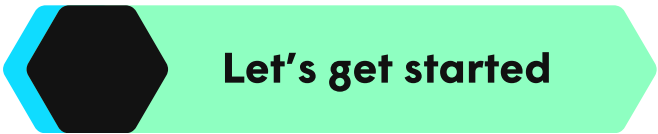
\$15



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](mailto:partner@plume.com) to learn more.

