

Plum Message

Messaging Campaign Management

Communicate with Customers through Multi-Channel Messaging

Plum Message is an enterprise-level campaign management platform that creates SMS, MMS, Push, and OTT messaging via easy-to-use APIs and a no-code design platform that can be integrated with other applications and services.

Plum Message is available in two options, Plum Message DEV and Plum Message Campaign, to best meet various requirements. Plum Message DEV offers an easy-to-use, extensible REST API that provides intelligent SMS routing, 2-way messaging, personalized SMS to easily add messaging capabilities to existing applications and services. Plum Message Campaign builds upon the capabilities of Plum Message DEV, but adds a powerful no-code campaign management platform that can integrate with tools such as Oracle, Salesforce and others.

Engage Customers During the Buying Journey

Acquisition - Build a database of customers who elect to interact with your brand and receive communications

Sales Growth - Communicate with customers in your opt-in database with targeted, relevant information such as sales alerts, coupons, holiday hours, etc.

Loyalty - Reward loyalty club members or frequent shoppers with special offers such as "bonus" coupons, limited time only sales and special events



G2 reports that 60% of customers read texts within 1-5 minutes of receiving them.



Expand Your Customer Reach

- **Audience Growth** - Easily grow your mobile subscriber base with our integrated web form publisher
- **Advanced Reporting** - Get insights into the performance of your campaigns and visualize their progress
- **Intelligent List Management** - Use Smart List to segment your audience for personalized retargeting opportunities
- **Digital Wallet** - Send Apple Wallet and Google Wallet offers

The screenshot displays the Plum Voice Product Discovery interface. At the top, it shows a workflow diagram with nodes for ENTRY, INPUT_1, LISTENERS, OUTPUT_3, OUTPUT_1, and ACTIONS. Below this, there are several configuration panels:

- INPUT_1 LISTENERS:** Shows keyword filters for Fuse, De..., HELP, and STOP.
- OUTPUT_3 ACTIONS:** A list of actions including Schedule SMS, Opt-in, Opt-out, Contact Update, Call API, Send Email, Redirect, Go to block, Record Note, Competition Entry, Send MMS, Send Broadcast, Delay Action, and Entry Action. A 'Send SMS' action is highlighted.
- OUTPUT_1 ACTIONS:** Shows an SMS message: "SMS: For more info visit our website. Reply STOP to unsubscribe. Msg& data rates may apply."
- CONDITION_1:** A configuration panel for conditions. It shows two conditions:
 - Condition Type: Variable Comparison (Value)
 - Source: [Dropdown]
 - Field: [Dropdown] Operator: [Dropdown] Value: [Text Field]
 - Condition Type: Opted In Condition
 - Select List: [Dropdown] (Expanded to show: First Customers, New Restaurant Customer base Spanish, Plum Sales, Plum Team Test)

Features

Tracking and Retargeting

- Gather personalized information such as location, purchase history or demographics to provide opportunities that target customers with the right message at the right time.

Broadcast Messaging

- Flexible API integrations allow information to be pulled from external services (CRM, databases, etc.) and dynamically inserted into messages
- Broadcast Messages also supports advanced features such as message delivery by time zone or by delivery window, or throttled message delivery at a specified rate

Multi-Step Programs

- Interactive programs (coupons, sweepstakes and surveys) can be implemented immediately through pre-configured templates
- Sophisticated programs can be customized for the most detailed level of customer engagement

Capabilities

	Plum Message DEV	Plum Message Campaign
Intelligent SMS Routing For faster, secure delivery at better prices	✓	✓
2-Way Messaging Let customers respond to SMS messages	✓	✓
Personalized SMS Customize messages with customer data for a personal touch	✓	✓
APIs Extend and integrate with any database, CRM, software solution, etc.	✓	✓
User Interface GUI tool for building and managing campaigns		✓
Data Integrations Integrates with Oracle, Salesforce & others		✓
Campaign Schedulers Trigger messages to send at a pre-planned, convenient time		✓
Link Shortener Shorten links, send attachments with SMS & track campaigns		✓



Contact us for a demo!



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