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Amplifying anticipation.

Harnessing the power of data to create magical moments between brands and consumers.

What if you could make each of your customers feel as though their experience was designed just for them?

Modern consumers demand extraordinary experiences from brands. They want consistently compelling interactions that recognize them as individuals. What was once B2C is now B2Me, whether that be in store, at home or on the go. For many enterprises, this requires a customer engagement transformation.

Imagine creating moments of excitement and delight for your customers every day. Imagine understanding your customers so well that you anticipate what they want before they even know themselves. Imagine stickier customer relationships that drive outstanding results.

Don't just imagine, that's Plexure.

Customer engagement personalized for your customers.

Plexure is a leading global provider of customer engagement solutions. We help brands deliver highly personalized experiences at scale by harnessing the power of data and Artificial Intelligence to identify what the right offers, content, loyalty programs and product recommendations should be for each of your customers.

At our core, we're customer engagement professionals. We partner with clients globally to understand their unique business needs and tailor solutions that achieve the desired goals. What that looks like is different for each business, but is centered around the following four outcomes:

Get
Accelerate customer acquisition

Grow
Increase market share

Revive
Win back previous customers

Reward
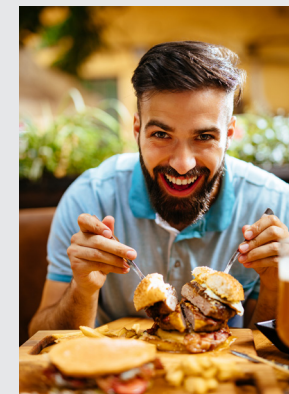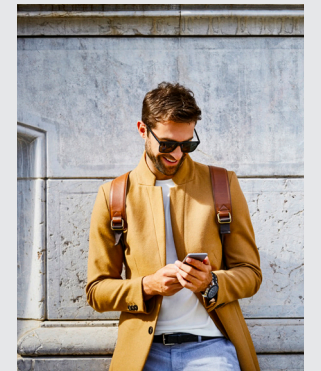Recognize and reward loyal customers

Get.
Quickly connect with new customers to establish meaningful and long-lasting connections.

The true point of acquisition is when a customer actively engages with a brand. Moving them from unknown purchasers to loyal followers requires quick and highly targeted marketing actions. So, we're here to help you maximize every new engagement - swiftly building meaningful connections with new customers by tailoring offers and content to keep them active, engaged and loyal.

Grow.
Increase customer lifetime value through deeply personalized interactions.

There's a simple method to uplift revenue, and that's giving your customers more reasons to engage. Delivering experiences that are tailored to your customers' individual preferences is one of the most effective ways to achieve this. Plexure helps you accurately anticipate what your customers want and when so you can create precisely the right moments of magic, designed specifically for them.

Reward.
Redefine your loyalty program and make your customers feel recognized and valued.

Every person is unique. So, it makes sense that we expect brands to treat us like individuals. When it comes to designing loyalty programs, the key is to make your customers feel rewarded at a personal level. The team at Plexure are loyalty experts – using data and Artificial Intelligence to help brands keep and grow market share through personalized loyalty experiences that run like magic.

Revive.
Rekindle with previous customers and turn them into loyal brand supporters.

There are lots of reasons why customers slip away, but the good news is that they can often be won back. Reconnecting with past customers is about communicating in ways that shows them you know them. Plexure helps you win past customers back and turn them into strong brand advocates by creating deeper, more personal experiences.

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Making magic happen.
Your experts in personalization.

Putting the personal into personalization isn't just about technology and data. It's also about our understanding of your business so that our strategic marketing consultants can help you achieve extraordinary results.

When we partner with you our focus is on strategy, people, processes and the technology; adding value and complementing your in-house skills and capability with our significant experience so that your customer engagements happen like magic.

World-leading brands achieving world-leading results.

Plexure works with some of the world's leading brands such as McDonald's, IKEA, White Castle, Super Indo, 7-Eleven and Loyalty NZ in their 61 markets to drive foot traffic and increase sales using our AI-powered deep personalization capabilities. Our level of partnership and understanding has resulted in significant increases in our clients' premium and loyal customer bases, including:

60% increase in visit frequency

35% increase in average transaction value

315% increase in impulse visits

Let's talk

If you're ready to take customer engagement to the next level through deep personalization, contact one of our experts to schedule a demo of the Plexure platform.

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