

# **Simon Data + Snowflake's** blueprint for smarter marketing campaigns

## Campaign overview

Define the fundamental elements of your marketing campaign, including its purpose, timing, audience, and budget allocation.

<b>Campaign name</b>	<p>Enter a descriptive name for your campaign.</p> <p><i>Example:</i> "Spring Cleaning Sale," "Welcome New Subscribers," "Loyalty Rewards Program Launch"</p>
<b>Campaign goal</b>	<p>What do you want to achieve with this campaign?</p> <p><i>Example:</i> Increase brand awareness, drive sales, generate leads, improve customer retention, boost engagement</p>
<b>Campaign dates</b>	<p>Determine the length of your campaign.</p> <p>Set a start and end date or decide if it's evergreen</p>
<b>Target audience</b>	<p>Who are you trying to reach? Using your data in Snowflake, define your ideal customer profile.</p> <p><i>Example:</i> "Loyal customers who haven't purchased in 3 months," "High-value customers interested in new product categories," and "New subscribers who haven't made their first purchase."</p>
<b>Campaign budget</b>	<p>Allocate the budget across channels and activities.</p> <p><i>Example:</i> \$5,000 for email marketing, \$2,000 for social media ads, \$1,000 for SMS messaging</p>

# Data integration for dynamic personalization

Leverage your customer data stored in Snowflake to create highly targeted and personalized campaign experiences.

**Key data points:** What customer data from Snowflake will you use?



## Example:

Demographics, purchase history (products purchased, order value, purchase frequency), website activity (pages visited, time spent on site, search queries), customer preferences (communication preferences, product interests, favorite categories), loyalty program status, customer lifetime value, product recommendations, coupon codes

**Segmentation strategy:** How will you segment your audiences? Will you use AI for additional segmentation insights?



## Example:

RFM analysis, predictive modeling (likelihood to purchase, churn risk), clustering

**Data enrichment:** Will you enrich your Snowflake data with external sources?



## Example:

Demographic data (append income level or household size), firmographic data (company size, industry), social media data (interests, followers), survey responses, customer profile, first-party data, third-party data providers

## Campaign execution

Transform your strategy into action by selecting appropriate channels, crafting compelling messages, and implementing automated workflows.

**Determine channels:** Which marketing channels will you use?



**Example:**

Email, SMS, push notifications, in-app messages, direct mail, social media ads, website

**Messaging & offers:** Craft compelling messages and offers tailored to each segment.



**Example:**

Personalized product recommendations ("Customers who bought this also bought..."), exclusive discounts ("Get 20% off your next purchase"), loyalty rewards ("Earn double points on all purchases this week"), early access to new products, personalized content based on interests

**Campaign flow:** Visualize the customer journey and map out the sequence of messages and interactions.



**Example:**

Welcome email, browse abandonment reminder, product recommendations, post-purchase follow-up, win-back campaign

**Automation:** Set up automated workflows in Simon Data to trigger messages based on customer behavior and events

**Example:**

Send a birthday email, trigger a cart abandonment message, deliver a personalized offer based on purchase history, send a welcome series to new subscribers, re-engage inactive customers

## Measurement & optimization

Track, analyze, and continuously improve your campaign performance through data-driven insights.

**Key performance indicators (KPIs):** What metrics will you track to measure campaign success?

**Example:**

Open rates, click-through rates, conversion rates, customer lifetime value, revenue generated, return on ad spend (ROAS), customer satisfaction, brand awareness, LTV

**Testing:** What elements will you test to ensure your message resonates?

**Example:**

A/B testing subject lines, content variations, offers, landing pages

**Reporting & analysis:** How will you track and analyze campaign performance?

**Example:**

Tools like Simon Data dashboards, Tableau, Looker

**Optimization strategy:** How will you use data and insights to optimize your campaign in real time?



**Example:**

Adjust messaging based on open rates, refine segmentation based on conversion rates, optimize send times based on engagement data, personalize offers based on individual customer behavior

## Collaboration & communication

Ensure campaign success through effective teamwork and clear communication channels.

**Team roles & responsibilities:** Define clear roles and responsibilities for team members involved in the campaign.



**Example:**

Marketing manager (campaign strategy and oversight with Simon Data team), data analyst (segmentation and analysis), content writer (email copywriting), designer (creative assets)

**Communication plan:** Establish a communication plan to inform stakeholders of campaign progress and results.



**Example:**

Weekly status meetings, email updates, Slack channel for real-time communication

**Feedback & iteration:** Encourage and use input to improve your campaigns continuously.



**Example:**

Gather feedback from customers and internal stakeholders and analyze campaign data to identify areas for improvement

## Ready to execute?

This template ensures your campaigns harness the full power of your customer data. By combining Snowflake's robust data platform with Simon Data's advanced CDP capabilities, you'll create targeted, measurable campaigns that drive ROI and customer lifetime value.

Remember to regularly review and optimize your approach based on performance data and emerging trends!

