

 Simon **LACOSTE**



Deep Expertise in the Retail and Apparel Industry

ASOS

 **BOMBAS**

AWAY

UNTUCKit 

 Outdoor
Voices

BAUBLEBAR

Lacoste's Challenges

Siloed Data

- Platforms are not integrated and don't talk to each other.
- This makes it hard to orchestrate X-channel personalized campaigns.

No Customer 1080

- Cannot accurately pull data from all platforms into a single customer view.
- This makes it hard to see what is or isn't working and hinders decision making.

Message Redundancy

- Customers are getting messages on all channels, instead of just their preferred channel.
- This leads to unsubscribes and higher costs.



Benefits of Using Simon Data

Empower Marketers

- Marketer friendly user interface without relying on engineering
- Action on realtime and historical data
- Customer 1080

More Personalization on More Channels

- With data at their fingertips marketers can plan and deliver true X-channel personalized journeys

Direct, Native Snowflake Integration

- Quick Implementation time
- White Glove Service
- Real-time streams reduce the time it takes to launch campaigns



The value brands like Lacoste see:

Expand Audience Reach

- Identify anonymous users & loyalty members
- Funnel more people into abandonment campaigns

Lower Cost & Increased Engagement

Message customers on their preferred channel, instead of every channel

Increase Paid Media ROI

Send larger audience segments to paid media channel for better LAL modeling, Retargeting and Suppression



**Will you please
chat with us?**

30 Minutes via Zoom

**We'll even buy you
lunch**