



For E-Commerce Businesses

There's a better way to market

When you have multiple products, a diverse set of customers, and a wealth of data, the one-size-fits-all strategy just doesn't cut it. To make the most of your marketing dollars and create memorable customer experiences, you need a scalable, high-performance marketing platform built for today's data-rich, multi-channel world.



Personalization matters

Turning one-time customers into repeat buyers requires personalized, responsive interactions across multiple channels at every stage of the customer journey. Simon allows you to aggregate all your data sources into a single customer view, enabling you to precisely segment your customer base to send relevant messaging that drives revenue.

Flexible for your organization

Whether your team is large or small, technical or creative-driven, Simon can power the enterprise-scale, multi-channel lifecycle campaigns you need – all without tying up valuable technical resources.

**DON'T LEAVE REVENUE
ON THE TABLE**

Drive conversions

Target in-market consumers who have registered on your site, but haven't converted.

Upsell & cross-sell

Segment customers based on historical purchase patterns and deliver contextually appropriate offers based on price sensitivity, preference, and products of interest.

Extend customer LTV

Use rule-based branching to send the right message to any customer depending on where they are in their journey.

Reactivate customers

Easily build abandoned cart campaigns or strategic winback campaigns.

Test campaigns

Run A/B tests on subject lines, discount codes, or messaging to determine what's most successful and iterate on those results.

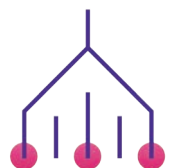
Deliver personalized cross-channel campaigns

Customers expect meaningful experiences. Simon helps you build, personalized, and send data-driven marketing campaigns across channels to engage your customers at every step of their journey.



Leverage data to talk to your customers one-to-one

Your customers want a one-to-one relationship. Leverage core data in Simon to create targeted, relevant experiences that resonate with your customers.



Send cross-channel campaigns with ease

Great marketing is seamless. Simon can help you reach your customers wherever they are with data-driven marketing campaigns and customer journeys.



Drive better decisions with detailed reporting

Reach your goals. Simon's detailed reporting lets you make the data-driven decisions you need to achieve the business outcomes you want.

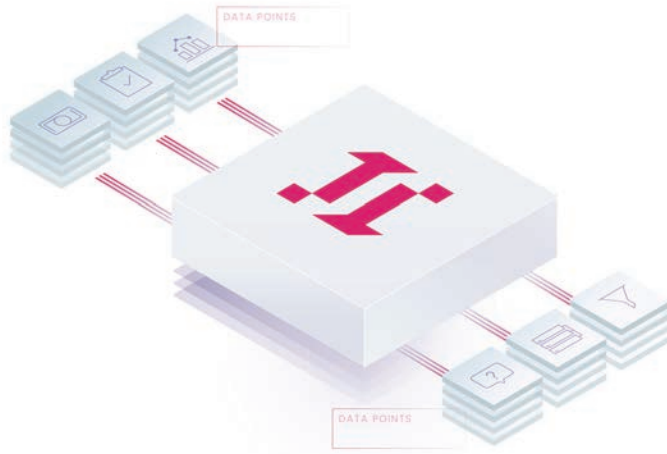


Rely on Simon every step of the way

Simon's in-house experts support you with the technical and strategic resources needed to build your optimal customer experience and leverage all of Simon's capabilities with ease.

Put your customer data to work

Unify, organize, and leverage your data to unlock better business results



The most effective marketing is personalized and customer data is essential to making it happen. Most CDPs stop at unifying all your data, without empowering you to act on it through campaign orchestration.

For modern marketers, customer data is the road map to results, but leveraging it comes with a few challenges:

Your data is fragmented

Unifying your data is hard. As customer touchpoints multiply it becomes more difficult to gain cohesive insights into what's working for your marketing.

You have no way to act on your data

Data can provide insights that drive strategy, but only if you can act on it. Most CDPs only handle one aspect of the data challenge, leaving orchestration to other tools.

You're facing long integration times

You're already short on time and a CDP that requires months-long integrations and changes to your existing stack will hinder your progress.

HOW SIMON HELPS

Unlock your data

Collect all of your real-time, historical, and content data in one place. Integrate enterprise data warehouses, mobile analytics platforms, customer support portals, as well as your website and APIs and make it actionable.

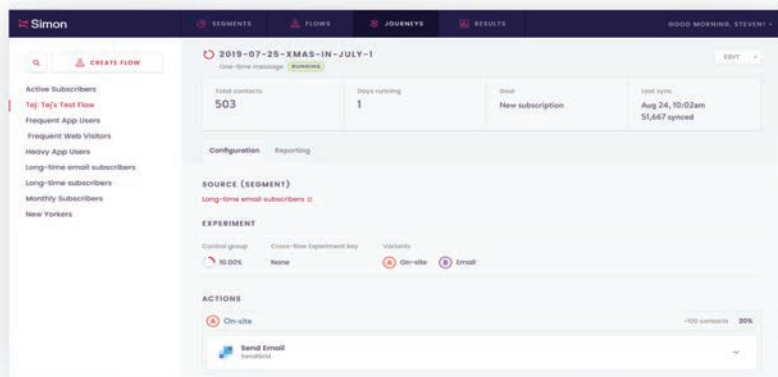
Take action on your data

Data is the name of the game. Build detailed, insights-driven customer segments that are specific to your business needs and send triggered messages across marketing channels populated with dynamic content.



The command center for your marketing stack

Take control of your customer experience



It's no secret that good marketing is personalized and relevant, which requires a system that can handle any and all of your customer data and provide a centralized orchestration layer.

A modern multi-channel marketing organization relies on an ever expanding set of solutions; but there are a few challenges:

You can't execute coordinated campaigns

You end up spending more time doing the same thing across multiple tools instead of executing unified high-performing campaigns that move the needle.

You can't easily access all the data you need

Finding and connecting all the data that you need across a variety of sources can be a challenge, let alone acting on that data quickly and seamlessly.

You don't have a unified brand voice

Customer expect a seamless brand experience across all the channels and devices you use, which is easier said than done.

HOW SIMON HELPS

Integrate seamlessly

Simon integrates directly into your existing marketing technology stack. With all your customer data in one place you can seamlessly develop insights, build segments and target customers holistically.

Coordinate across platforms

Simon's multi-channel support enables seamless deployment of audiences and campaigns across your marketing stack to deliver coordinated messaging to the customer in a single voice representing a single brand.



How Vivino Increased Email Revenue by 200%

As a high-growth, venture-backed startup, Vivino knew the path to scaling their business and driving sales depended upon leveraging rich user data.

The Vivino Story

Vivino offers an online marketplace for their globally-sourced wines. Today, it serves the full lifecycle of wine consumption: education, discovery, social engagement, and purchase.

Before Simon

Vivino wanted to create better customer experiences across the Vivino ecosystem. Vivino's previous workflow required tediously linking manually-maintained segments. The eligibility for certain wines was determined by sommelier recommendations and historical behavioral data that had to be joined manually for each of three different wines being marketed to each of eight countries on a daily basis. Additionally, the team had no way of automating the daily email sends.

After Simon

After integrating Simon, Vivino's team was able to automate their manual segment building process automated. Now, the Vivino team could easily build and send their "Daily Deals" emails. Simon made it easy to leverage Vivino's internal wine recommendation engine selections to power 1:1 personalized marketing campaigns, delivering personalized, meaningful experiences to their customers.

200%

INCREASED EMAIL REVENUE

The Results

With Simon Data's category-shifting marketing automation platform, Vivino was able to make sense of their data, streamline their workflow, and save their marketing, engineering, and analytics teams countless hours of manual work on a day-to-day basis.

“

Simon helps us simplify the data stemming from over 30 million users into actionable segments and automations. I love how they handle our data, allow us to easily work, and drive revenue for Vivino.

”

BRANT CEBULLA | DIRECTOR OF CRM



INDUSTRY
ONLINE MARKETPLACE



LOCATION
SAN FRANCISCO, CA



SIZE
30 MILLION CUSTOMERS