

 Simon **SALLY.**

Deep Expertise in the Beauty Industry

FENTY BEAUTY
BY RIHANNA

B
BEAUTYCOUNTER™

JOSIE MARAN

MADISONREED®

Living proof.®

Murad.®

Sally Beauty's Challenges

Customer 360

- Unifying data from e-commerce, POS, loyalty, email, and SMS to personalize customer experiences

Cross Channel Personalization

- Delivering personalized experiences through email and on-site

Salesforce Marketing Cloud

- Overcoming the limitations of Salesforce Marketing Cloud
- Achieving personalization in Salesforce Marketing Cloud

Benefits of Using Simon Data

Empower Marketers

- Marketer friendly user interface.
- 360 Customer View
- Marketers can easily use data to segment audiences and deliver personalized customer journeys

Improves Salesforce Marketing Cloud

- Integrates seamlessly with Salesforce to unify siloed data
- Delivers segmentation and streams audiences to Salesforce for campaigns & personalization

Quick Time to Value

- Easy and quick integration
- White-glove implementation
- Best in class customer success team



The value brands like Sally Beauty see:

Expand Audience Reach

Increase your number of targetable users funneled into omnichannel journeys & campaigns

Grow Abandonment Revenue

Increase your potential revenue by funneling more people into abandonment campaigns

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**