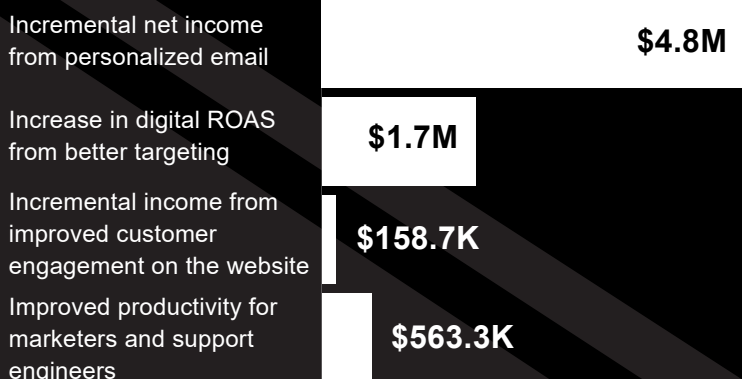


# The Total Economic Impact™ Of Simon Data

Through 5 customer interviews and data aggregation, Forrester concluded that Simon Data has the following three-year financial impact.

## SUMMARY OF BENEFITS

Three-year risk-adjusted



We didn't want a platform that would put us in a dead end. We wanted a platform that would make all of our data accessible to other teams. With Simon Data, we are operating on the notion of having a centralized data repository and enabling multiple teams to utilize the data based on their goals and needs.

Senior manager, CRM, beverage



## SIMON DATA BY THE NUMBERS



Saved engineers 70% of their time by reducing marketing-related work



Increased email conversion rate by 30%



Increased digital ROAS by 15% with improved targeting

## FINANCIAL SUMMARY



ROI  
**591%**



BENEFITS PV  
**\$7.26M**



NPV  
**\$6.21M**

## VOICE OF THE CUSTOMER

“Simon is the only vendor I've ever worked with where the entire organization just has this mindset of whatever we want to communicate to customers, we have the ability to do it. It's like, blue-sky thinking for us. We never feel like there's a limitation to what we can achieve ”

Senior manager, retention and customer strategy, pet food



Read the full study

This document is an abridged version of a case study commissioned by Simon Data titled: The Total Economic Impact Of Simon Data, July 2021.

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Commissioned By

