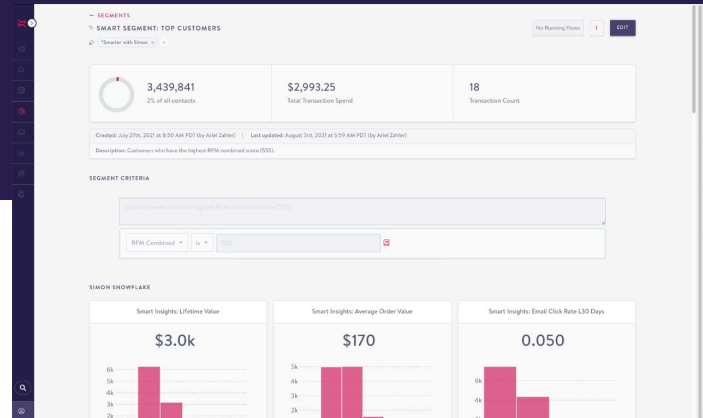


Simon CDP



Marketing teams struggle to get access to **good, clean data** that can power the right downstream customer experiences. Yet incompatible schemas, siloed sources and systems, and long ticket queues deaden marketing performance.

Simon helps CRM marketers:

- **Deliver Strategic Value From Data**
Boost the performance of every marketing program with a schema-less, single customer view.
- **Accelerate Results & Revenue**
Make every tool and touch point better with real-time segments and personalized messaging.
- **Enrich Every Customer Journey**
Find the right outcome faster with cross-channel experiments, predictive models, & measurement.

Simon CDP's Powerful Capabilities:



Customer Data Unification & Centralization >> Whatever the source, static or streaming, Simon CDP consolidates customer data into a centralized hub that powers acquisition and retention marketing.



Self Serve Segmentation >> Simon CDP's automations and workflows enable any marketer to build segments from real-time and historical data that eliminate the need for IT tickets.



Personalization and Optimization >> Deliver more results from data science by deploying predictive models to deliver one-to-one experiences, personalized using any customer data attribute.



Data Integration and Governance >> Automate customer data management with Simon CDP's integrations and APIs, contact and consent management, data governance, and alerting.

Brands like yours who have implemented Simon as their cross-channel platform have seen:

BEHAVIORAL MESSAGING:

2x
revenue boost

EXPERIMENTATION:

2.8x
revenue boost

CUSTOMER ENGAGEMENT:

3x
increase

CLICK THROUGH RATES:

50%
increase

Request a demo today!

Learn more about Simon Data – give us a shout at hello@simondata.com

simondata.com

Travel & Leisure

Better Data, Better Cross-Channel Personalization

How does Simon CDP help?



More Segments & Scalability

Modern data infrastructure delivers better experiences.



Real-Time, Predictive Models

Deploy Next Best Action & Offer to create 1-1 customer experiences.



More Productivity, More Results

Speedy workflows enable more results from more campaigns.




Full X-Channel Journeys


Google, Facebook, Web Site, Call Center, & Other Digital Channels.

Travel & Leisure (formerly Wyndham RCI) isn't just the leader of vacation exchange. It's an entire global travel network. With 4,200+ resorts and 600,000 rooms, it's one place to dream it, plan it, and book it all.


YOUR VACATION OFFERS



EXCHANGE FOR 50% OFF!
Book an RCI Exchange Vacation by 9/30/2021 and receive 50% off the exchange fee.



EXCHANGE FOR 50% OFF!
Book an RCI Exchange Vacation by 9/30/2021 and receive 50% off the exchange fee.



BOOK NOW FOR \$50 OFF THE RCI EXCHANGE FEE
RCI along with GPR is happy to give you \$50 off your next RCI Weeks Exchange. Must book by 9/30/2021.

See All Offers >


Results


\$0

Capital Investment

\$350k

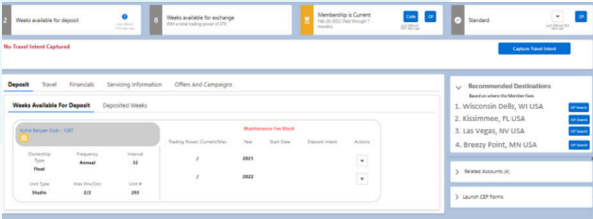
Incremental Revenue / Year





DON'T LET YOUR POINTS EXPIRE
Check point details

Website



Call Center

Better Data, Better Marketing, Better Results

The Simon Data Cross-Channel Marketing Platform

Integrate data from any source, unify customer profiles, create real-time segments, and orchestrate customer journeys across any marketing touch point.



Simon CDP

Supercharge segmentation & personalization everywhere



Simon Journeys

Develop, deploy, and scale better x-channel journeys



Simon Mail

Break through with data-driven content and deliverability

Simon powers forward-looking experiences for leading brands like Peloton, Casper, ASOS, Wyndham, and Tripadvisor to improve customer experiences and all of the growth metrics that follow.



Request a demo today!

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