Simon

Simon Identity+

It's no secret that marketers today struggle to engage with consumers. Being unable to identify users as they engage across their life cycle keeps marketers from being relevant and effective. Impactful messaging is personalized, but that is nearly impossible to accomplish without knowing who your audience is.

Simon Data enables all marketers to:

- **Act like data scientists**
  Power marketing campaigns with unified customer data that drives hyper-segmented, unique content across tools and sources.

- **Orchestrate x-channel journeys**
  Connect with users across every channel and relevant touchpoint through expansive journeys that drive engagement in the way users want.

- **Hyper-personalize interactions**
  Ensure every user feels special by building customer experiences that are tailored to unique preferences, behaviors, and needs.

Simon Identity+ Powers:

Larger Audience Sizes ›› Target more users by identifying a greater proportion of unknown web traffic. Stitch anonymous web activity with known users to increase total audience reach.

Boosted Potential Revenue ›› Grow potential revenue by funneling more users into campaign funnels. Drastically improve abandonment revenue by simply increasing the number of users that enter the campaign.

Expanded First-Party Data ›› Boost personalization by identifying more online user behaviors. Simon Identity+ matches consumer interactions with known profiles for enhanced metadata.

Better Customer Experiences ›› Engage with users in the moments that matter most. Resolved customer identities ensure that customers are met across key touchpoints in their broader lifecycle.

Better Together

ACT FASTER

All Your Tools In One Platform

THINK SMARTER

Expanded Capabilities

SCALE QUICKLY

Think Like Data Scientists Act Like A Marketer

Request a demo today!

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

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Better Targeting Means
Better Customer Experiences
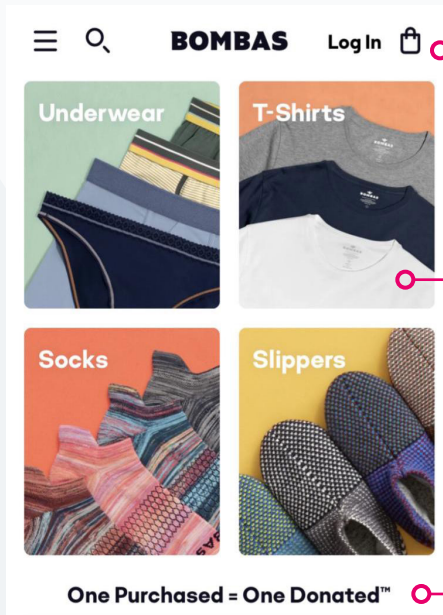
Business Challenges

Bombas was unable to:

- Target a significant ratio of website traffic
- Increase abandoned cart campaign funnel
- Hit critical touchpoints in their customer journey

Results

Results seen in a 4 day time period:

7.2x
Increase in ROI

BOMBAS

Underwear | T-Shirts

Socks | Slippers

One Purchased = One Donated™

Increased Audience Size
Grew outreach sends by resolving more unauthenticated identities

Boosted Revenue
Increased number of conversions by effectively targeting more users

More Productivity
Marketer centric workflows increase number of campaigns

Better Data	Greater Targeting	More Revenue

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 Casper, ASOS, Wyndham, and Tripadvisor to improve customer experiences and all of the growth metrics that follow.

Tripadvisor | AWAY | Casper | Blue Apron | vimeo

wework | BARKBOX | RESY | asos | WYNDHAM DESTINATIONS

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