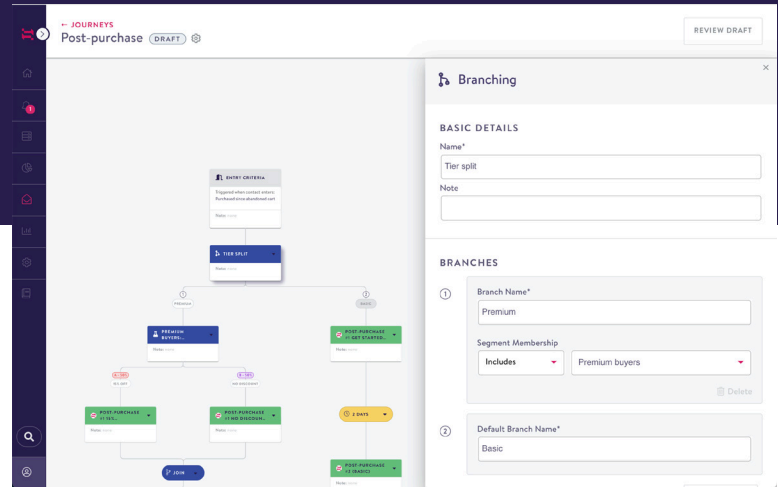# Simon

Simon Journeys

Great marketing is seamless, but why isn't the orchestration? Engaging with customers across channels is made difficult due to siloed data and limiting workflows that hinder engagement and personalization. Today's marketers need to quickly brainstorm, build, & version many different journeys to connect at key lifecycle moments and meet revenue goals.

Simon helps digital marketers:

- **Target & Personalize Journeys**
  Drive engagement with x-channel journeys that span across common marketing technologies & channels.

- **Experiment To Hit The Mark**
  Ensure every step of your journey is successful through experiments that make it easy to test & optimize.

- **Iterate & Optimize Quickly**
  Collaborate & make changes quickly with versioning controls & speedy workflows that support acting fast & making richer customer experiences.

Simon Journey's Powerful Capabilities:

Real-Time Triggers For Relevant Experiences ›› Prompted by real-time & historical data, messages are more relevant & personalized across multi-step journeys. Highly configurable triggers allow marketers to test & adjust, resulting in elevated user experiences without the hindrance of other technical teams.

**Experimentation Suite For Optimized Results ›› ** Powered by unified customer data, marketers have the flexibility to test new ideas, while syncing with experiments in other channels & programs for highly tailored customer experiences across channels.

**Dynamic Workflows That Power Results ›› ** Supported by collaborative workflows, marketers can more easily version & iterate cross-functionally. Easily tweak and revamp journeys without disrupting the flow, & deploy journeys that make a lasting impact.

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

BEHAVIORAL MESSAGING:	EXPERIMENTATION:	CUSTOMER ENGAGEMENT:	CLICK THROUGH RATES:
2x revenue boost	**2.8x** revenue boost	**3x** increase	**50%** increase

Request a demo today!

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

simondata.com

Canary

Great Data Powers Great Customer Experience

Dedicated to developing technology that keeps you safe, Canary believes that the best technology makes you smarter, puts you in control, & gives you access to information you need.

How does Simon Journey's help?

Better Data
Modern data infrastructure delivers better experiences.

Smart Triggers
Deploy Next Best Action & Offer to create 1-1 customer experiences.
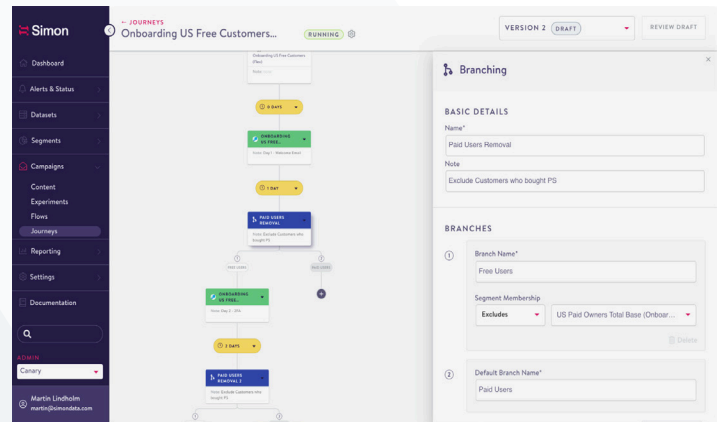
Rapid Versioning
Speedy workflows enable more results from more campaigns.

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

Results

5.3%
Conversion Rate

2000
Warm leads in 4 months

"Simon Data has been a huge part of our success and has enabled our marketing team to solve challenges quickly."

Jake Bodmer

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.

Tripadvisor   AWAY   Casper   Blue Apron   vimeo

wework   BARKBOX   RESY   asos   WYNDHAM DESTINATIONS

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