

Simon Data Partner Program



Pioneering the **future of marketing** starts with data. At Simon, we're obsessed with data - collecting it and tapping into it across every stage of a customer's lifecycle with brands. Our partner program is focused on creating superior experiences and business outcomes by working with best-in-class partners who believe in streamlining marketing efforts and innovating with data.

We are dedicated to the success of both our Agency and Technology partners at all levels.

Standard Partners

- Emerging partners with growing joint customer base
- Initial engagements taking hold
- Developing GTM storylines

Premier Partners

- Best-in-class partners with mutually beneficial offerings
- Several joint customers
- Aligned GTM approaches and customer support expectations
- Executive Sponsorship

The Partner Program helps you unlock customer data through:



Collaboration >> When your customers win, you win.

Work with dedicated partner managers who are obsessed with exceeding client expectations and ensuring you're both meeting your targets.



Training & Support >> We're here to make you experts.

Lean on the Simon team to assist with developing your next client brief, use case exploration, or CDP evaluation.



Product Innovation >> Work hand-in-hand with the

Simon Product Team on use case exploration, integration developments, and roadmap vision to provide the best-in-class client solutions.



Co-Marketing >> We like to work with people that are incredibly

effective...and fun! Join us as a guest on our Data Unlocked Podcast, co-sponsoring an event, developing content, promoting client successes and more.

Featured Partners

attentive®

snowflake®

AIRSHIP

SCALERO

MAMMOTH
—GROWTH—

Power Digital

Let's team up!

Learn more about our partner program and opportunities by contacting partnerships@simondata.com

simondata.com



The Simon Data Partner Program offers two tiers of partnership – Standard and Premier. Each tier provides benefits across a number of key areas to ensure a successful relationship.

	Standard Partner	Premier Partner
Simon Foundations		
Signed NDA	✓	✓
Partnership Kickoff (ICP mapping, selling strategy, strategic planning)	✓	✓
Account Mapping	✓	✓
Joint Slack Channel	✓	✓
Signed Referral Agreement	<i>Optional</i>	<i>Optional</i>
Partner Support		
Dedicated Partner Manager	✓	✓
Check-ins	<i>Semi-regular or ad hoc</i>	<i>Weekly or bi-weekly</i>
Semi-annual Business Reviews		✓
Leadership Alignment & Executive Sponsor		✓
Product Integration (Technology Partner Only)		
Generic channel integration path documentation	✓	✓
Technical Architect access for technical guidance (integration paths & light weight QA)	✓	✓
Product Management Integration Support		✓
Partner-specific Product Integration Documentation		✓

Benefits continued on the next page...

Simon

Partner Program



	Standard Partner	Premier Partner
GTM & Marketing		
Better Together Story (1 pager and/or slide)	✓	✓
Directory Listing (simondata.com)	✓	✓
“Premier” Branding (simondata.com)		✓
Annual GTM Plan & Co-Marketing Calendar		✓
Client Case Studies	<i>Invitation Only</i>	✓
Events (virtual or in-person)	<i>Invitation Only</i>	✓
Data Unlocked Podcast Episode		✓
Enablement Opportunities (Free of Charge)		
Agency Data Management Certification	✓	✓
Agency Marketing Management Certification	✓	✓
Agency Quarterly Instructor-led Bootcamp	✓	✓
Simon Data Enablement for Partner Team	✓	✓
Partner Enablement for Simon Data Team	<i>Invitation Only</i>	✓
Tailored one-off platform or feature training		✓
Dedicated Sandbox		✓
Commercials		
Referral Incentive (bonus or client discount)	✓	✓
Priority Client Introductions		✓
Simon Advisor		<i>Invitation Only</i>

Join the Simon Data Partner Program today!