

# Simon Data + Airship



Airship is a mobile engagement platform built for enterprise grade organizations. With advanced mobile notifications, they help brands across industries (travel, hospitality, retail, media) deliver impactful mobile customer experiences.

## Airship helps digital marketers:

- **Retain Existing Customers**  
Deliver continuous value with messaging that gives users what they want or need, perhaps before they even know they need it.
- **Grow Customer Engagement**  
Create rich messages that speak to customers in a way they respond to best and that drive deeper level engagement.
- **Deliver With Confidence**  
Cutting edge delivery ensures all messages are received in the right moment and at the right place.

## Bringing Powerful Capabilities Together:



**Great Customer Experiences** >> Simon's core CDP unifies customer profiles, bringing historical & real-time data into single profile views. This allows marketers to create personalized and highly effective messages that can be delivered across channels, like mobile devices.



**Impactful Customer Journeys** >> Simon Journeys takes powerful data to exceptional customer experiences. With no-code workflows, marketers can create complex, multi-step journeys where integrations support & trigger one another for a well rounded customer experience.



**Effective Messaging** >> Powered by Simon's cross-channel marketing platform, marketers can effectively target audiences with messaging that matters to them. With Simon + Airship, marketers can easily expand campaigns to mobile endpoints with personalized content that meets users where they are at.

## Better Together

ACT FASTER

All Your Tools  
In One Platform

THINK SMARTER

Expanded  
Capabilities

SCALE QUICKLY

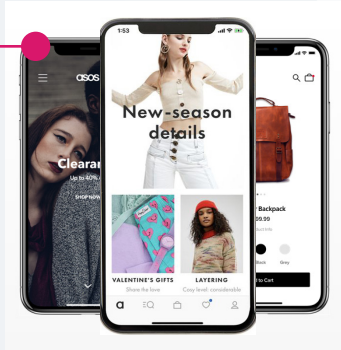
Think Like Data  
Scientists  
Act Like A Marketer

Request a demo today!

See Simon Data in Action - Request a Demo

[simondata.com](https://simondata.com)

# Better Together



**Coordinated Email + Push Campaigns**  
 Ingested real-time data & inventory/availability info

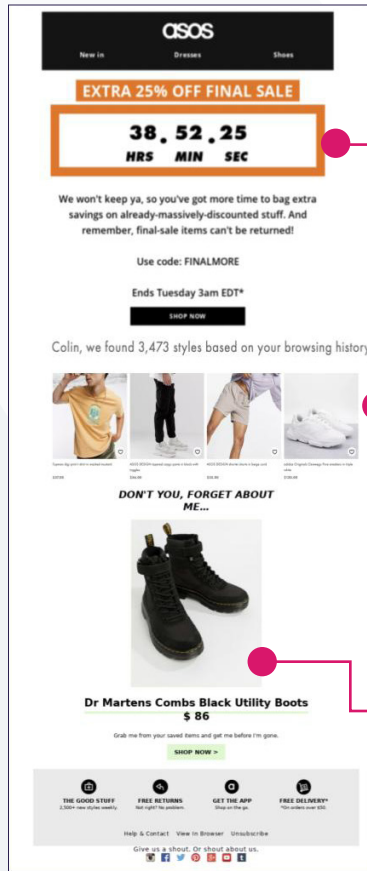
## JOINT VALUE



Improved 1:1 X-Channel Personalization



Cohesive Multi-Channel Experience



**ASOS: Great Messaging is Great Data**



**Dynamic Content**  
 Sales updates added at send time

**Abandoned Browse Behavior**  
 Combined website & historical data to send triggered messaging

**Abandoned Cart Triggers**  
 Ingested real-time data & inventory/avail info

## RESULTS

**50mm**  
 Unique Users Ingested

**80k+**  
 Personalized Product SKUs

**257%**  
 Increase in Revenue

**\$80mm**  
 Incremental revenue in first year

Simon partners with outside, best-of-breed tools to enhance user capabilities & enable markets to act even faster, think smarter, and scale more efficiently.

# Better Data | Better Marketing | Better Results

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.



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