



Simon Data + Dynamic Yield

Dynamic Yield helps companies quickly deliver and test personalized, optimized, and synchronized digital customer interactions.

Marketing, Product, Development, and Digital teams from more than 400 global brands are using Dynamic Yield's Experience Optimization platform as the technology layer that works alongside existing CMS, Commerce, and ESP solutions to iterate faster and algorithmically match content, products, and offers to each individual for the acceleration of long-term business value. Dynamic Yield operates as a standalone SaaS business under Mastercard's Data & Services division.

DYNAMIC YIELD HELPS MARKETERS:

- Quickly build and test personalized, optimized, and synchronized digital customer experiences
- Accelerate execution on their customer experience vision by quickly activating data from any source to create relevant and consistent interactions that drive more revenue
- Gain operational independence by working within a single, unified platform, enabling them to influence the entire customer journey through the same unified hub

BRINGING POWERFUL CAPABILITIES TOGETHER:

Enriched Product Personalization >>

Simon's robust customer data capabilities and unified view of the customer seamlessly feeds into Dynamic Yield's machine learning engine and product recommendation models. Hyper-personalize based on individual customer activity across any channel and drive faster conversions.

Boost customer loyalty >> Keep customers coming back for more. Increase your sales and your customers' LTV with a customized shopping experience with personalized content and offers by marketing the right products at the right time through email, on site and more.

Cross-channel capabilities >>

Through Simon's native integration and partnership with Dynamic Yield, marketers can more easily coordinate personalized onsite experiences with other outbound channels. Drive more effective campaigns by incorporating onsite data and activity into your SMS, email, retargeting, and social media marketing strategies. Ensuring a true omnichannel customer journey for a connected, data-driven experience.

Request a demo today!

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25% click-through rate for post-purchase email campaigns

35% uplift in average revenue per targeted user

TRANSFORMING DATA INTO OUTCOMES

Catch Co is on a mission to create amazing products, content, and shopping experiences for the modern angler. The company has rapidly expanded to include its own eCommerce platform (Karl's Bait & Tackle), as well as several product brands. Catch Co also produces long-form and multimedia content across its various channels.

Business Challenges

- Deploy personalized content and product recommendations on-site and in triggered email campaigns
- Tailor content to users based on keywords and attributes in the product feed
- Automate cross-channel content and product recommendations

RESULTS

Data-driven Recommendations

Using historical product purchase data algorithms, content and future product recommendations are tailored according to sub-category of interest.

High Performing Emails

Catch Co can now integrate personalized content recommendation widgets into their email service provider. This has resulted in a 25% click-through rate for post-purchase email campaigns.

Optimized Content Campaigns

By incorporating Catch Co's blog posts with their data feeds, the team has been able to segment their content recommendations by traffic source and search parameters, resulting in a 35% uplift in average revenue per targeted user.

Brands like yours integrate with Simon:



AWAY

Casper



vimeo

wework

BARK-BOX

RESY

ASOS

WYNDHAM DESTINATIONS

Request a demo today!

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

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