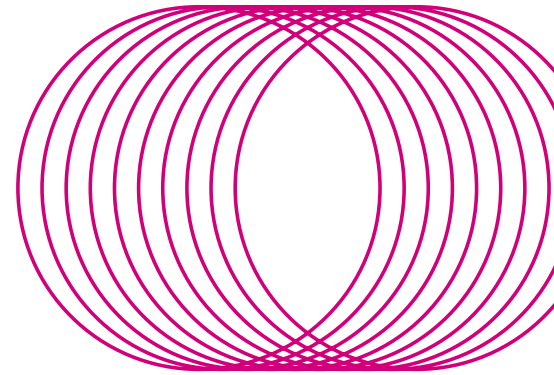


Simon Data + Power Digital

Power Digital is a tech-enabled growth firm at the intersection of marketing, consulting and data intelligence – igniting revenue and brand recognition for leading and emerging companies globally. They help brands make the most of their lifecycle marketing strategies by taking a holistic approach to enhance the overall customer experience.

At the heart of Power Digital is their proprietary technology, Nova, that analyzes a company's digital ecosystem using multiple first-party data sources to build informed and custom marketing plans.

Learn more at powerdigitalmarketing.com



Lifecycle marketing services to fill in gaps and enable marketing teams to flourish.



Detailed personalization and optimization strategies, as well as hands-on keyboard support for efficient execution.



Expertise in email, cross-channel, paid media, analytics, SEO, lifecycle marketing, influencer and affiliate marketing.



Premier Simon Data partner, assisting clients with data management, segmentation and orchestration strategies, automation and triggered campaigns, cross-channel journey creation, and creative.

Make data simple

Simon Data empowers marketing teams with the only Customer Data Platform (CDP) purpose-built to increase campaign performance through faster, more precise segmentation and personalization. The first CDP built on Snowflake, the Simon Data Platform enables brands to break free from outdated architecture that makes data hard to access and deploy.

Low code, the Simon Data Platform is designed for use by marketers – turning them into data scientists



- Integrate real-time and historical data sources into a single customer view to enhance your campaigns with hyper-personalization and real-time messages.
- Fully orchestrate and automate the customer journey across all your tools and end channels.
- Build dynamic segments for stronger targeting based on browsing behavior, email engagement, historic LTV and purchase history.
- Predictive models score customers' likelihood to buy to influence tailored customer journeys with products and content personalized to an individual.



Top-tier Agency experts for Simon Data's best-in-class tools

Streamline your data and lifecycle initiatives by working with Simon's best-in-class tools and Power Digital. Brands like Casper, Travel + Leisure Co. and Bokksu love working with both Simon and Power Digital to drive personalized cross-platform journeys ensuring the right message is delivered at the right time. Whether needing to enhance email efforts, improve ROAS, increase retention, or automate marketing strategy, Power Digital has experts that can support each area within Simon.

 Tripadvisor

AWAY

Casper

 Blue Apron

vimeo

wework

BARK-BOX

RESY

ASOS

WYNDHAM
DESTINATIONS

Best fit for brands looking to:

Enhance personalization across each stage of the customer lifecycle.

Develop rich content or elegant creative that drives a lift in engagement.

Coordinate multiple channels and data from across the brand into a unified data set for marketing efforts.

Migrate marketing efforts to Simon Data, needing help with the transition process.

Utilize data for triggered and automated sequences to improve the customer experience.

Request a demo today!

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

simondata.com