RAGNAROK / Simon

Simon Data + Ragnarok

Ragnarok is a full service agency who serves as an extension to marketing, product, & engineering teams. With a mission to drive increased revenue, Ragnarok supports businesses of all sizes to integrate best-of-breed tools to build and deliver data driven marketing.

Ragnarok helps marketers:

- **Custom Fit Your Tech Stack**
  Manage your tech stack to ensure maximum collaboration between each tool supporting your application, acquisition efforts and dynamic marketing campaigns.

- **Deliver Individualized Marketing**
  Develop personalized programs across email, social, app, web, and SMS channels.

- **Seamless Execution at Scale**
  Augment every team with the data and resources they need to drive better results, quickly and easily.

Bringing Powerful Capabilities Together:

**Connect Robust Customer Data ›› ** Achieve improved data operability by transforming data into outcomes. Simon's powerful CDP unifies complex customer data into single profiles views. By making data accessible and manageable to marketers with no-code workflows, IT reliance is reduced and overall time to value is improved.

**Boost X Channel Performance ›› ** Optimize client experience with robust experimentation & personalization capabilities that distribute data-driven content across channels. With Simon's dynamic journey builder, it's easy to create targeted engagements that are timely and personalized on every end point.

**Drive Repeatable Outcomes ›› ** Power repeatable outcomes with automated workflows that bring more campaigns to market faster. With centralized orchestration capabilities, marketers can more efficiently build campaigns and segmented audiences off of complex, customer data. Marketer-centric UI improves efficiency & efficacy of marketing programs.

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!

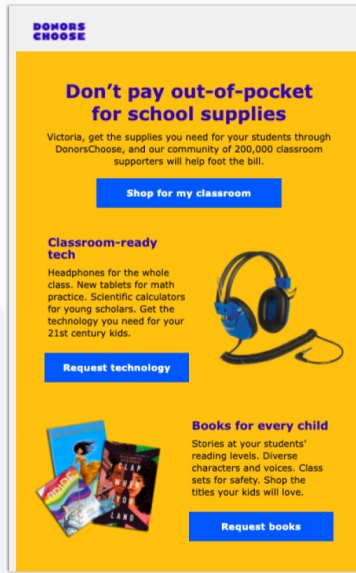Learn more about Simon Data – give us a shout at hello@simondata.com

simondata.com

Great Messaging is Great Data

DonorsChoose is a nonprofit charity on a mission to make it easier for teachers & students to access resources needed for a strong education.

Business Challenges

- Difficulty engaging consistent donors
- Unable to segment audiences for targeted outreach
- Limited ability to make communications timely & personalized across all channels

DONORS CHOOSE ✕ **Simon** ✕ **RAGNAROK**

Better Together

Don't pay out-of-pocket for school supplies

Victoria, get the supplies you need for your students through DonorsChoose, and our community of 200,000 classroom supporters will help foot the bill.

Shop for my classroom

Classroom-ready tech

Headphones for the whole class. New tablets for math practice. Scientific calculators for young scholars. Get the technology you need for your 21st century kids.

Request technology

Books for every child

Stories at your students' reading levels. Diverse characters and voices. Class sets for safety. Shop the titles your kids will love.

Request books

Results

$680K
Successfully raised in funding

1M
Emails sent per month

10%
Increase in teacher engagement

4.2%
Donation campaign conversion rate

More Personalization
Deploy Next Best Action & Offer to create 1-1 customer experiences.

More Support
Increased donations back more teacher & student needs

More Productivity
Marketer centric workflows increase number of campaigns

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 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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