



Simon Data + Scalero

About Simon Data

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. Simon Data enables marketers to activate their data to orchestrate seamless, cross-channel customer experiences across email, push, social and beyond.

Simon's rich CDP foundation feeds comprehensive email campaigns and multichannel journeys. The platform makes it simple for acquisition and retention marketers to do more with data, while reducing the burden on developers and IT.

SIMON CDP integrates real-time and historical data into unified customer profiles that boosts segmentation and personalization.

SIMON JOURNEYS orchestrates customer experiences across channels and tools, while easing campaign prioritization and versioning.

SIMON MAIL boosts revenue per email through predictive targeting, dynamic content, no-code workflows, and advanced reporting.

About Scalero

Scalero is a full-service lifecycle marketing consultancy. They help brands get the most out of their email, SMS and marketing automation tools. They set up marketing tools, design and code emails, and help plan and execute CRM strategies. Scalero also has two proprietary products focused on resolving the challenges with email creation and workflow challenges. Scalero has two main offerings:

1. Full-service email and lifecycle marketing services to fill in gaps and enable marketing teams to flourish. These services include:
 - Email design
 - Email coding, including Jinja
 - Data engineering
 - Lifecycle strategy
2. Design and code per-project basis - Not afraid to get into the weeds, they are true experts in email design and coding HTML that renders well across all devices.

Request a demo today!

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

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BETTER TOGETHER

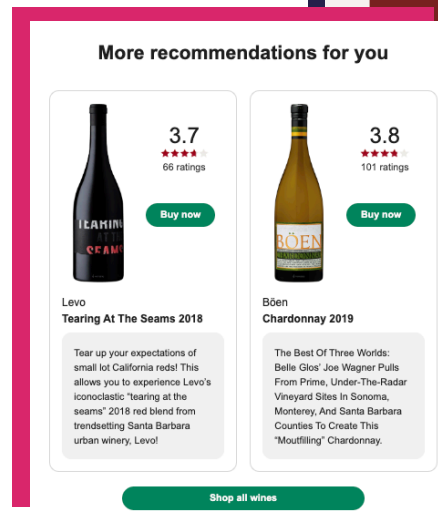
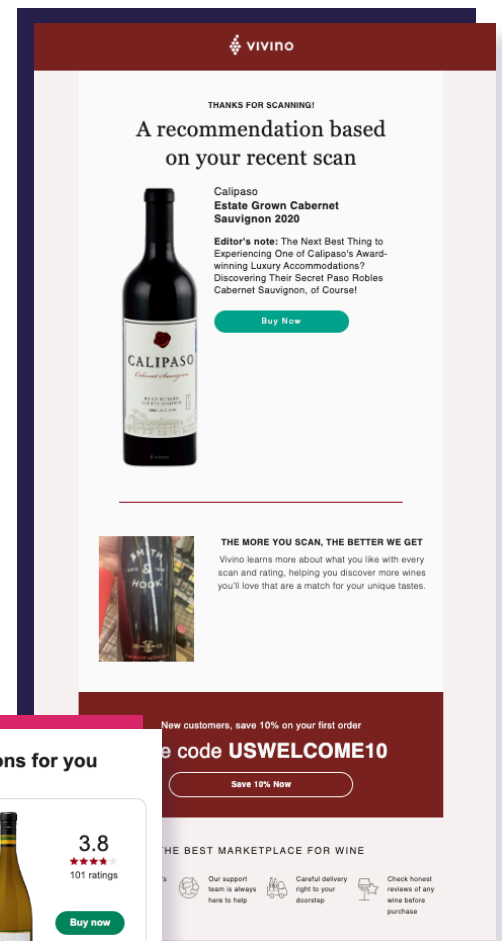
Successful companies know that the right data is the secret sauce to superior email campaigns. Streamline your data and email initiatives by working with best in class tools and agency partners. Companies love working with Simon and Scalero to drive personalized, cross platform journeys, ensuring the right message is delivered at the right time.

Vivino's top two strategic objectives:

- Delivering personalized recommendations to users to drive inventory clearance
- Optimizing marketing cadence so as to not fatigue their 45 million users

Simon Data and Scalero enabled Vivino to:

- Optimize inventory clearance through personalized recommendations that leverage custom business rules, dynamic machine-learning algorithms, and real-time stock levels
- Send large batch/newsletter emails to promote deals of the week that are tailored to include recommendations relevant to individuals



RESULTS:

430MM unique user ratings used to power recommendations

3x increase in revenue per email

2.4x increase in overall email engagement within 6 months (34% vs. 14.3% open rate)



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