



# Better Together

Simon Data proudly partners with Braze to bring more data, precision, creativity, and control to your Mobile App, Email, SMS, and WhatsApp strategies than ever before.

Simon's Customer Data Platform (CDP) unifies customer data from all your data sources and channels, including modern data warehouses such as Snowflake, to create complete 360° customer profiles along with relevant non-customer data.

With this complete set of data at your fingertips, you can create highly granular segments in Simon and activate them with Braze's Canvas, Campaign, and AI capabilities to drive more conversions and revenue.

## Simon and Braze together empower you to:



### Segment

Build sophisticated customer segments in Simon and sync them to Braze.

Increase engagement by delivering messages with personalized real-time content.



### Personalize

Boost engagement with the 1-to-1 Personalization made possible by syncing all the data at your fingertips in Simon to Braze to build complete, rich, up-to-date User Profiles.



### Orchestrate

Trigger Braze Canvases and Campaigns with One-Time, Recurring, or Event-Triggered Flows from Simon.

Build multi-channel Canvases with Braze from all the User Profile data synced from Simon



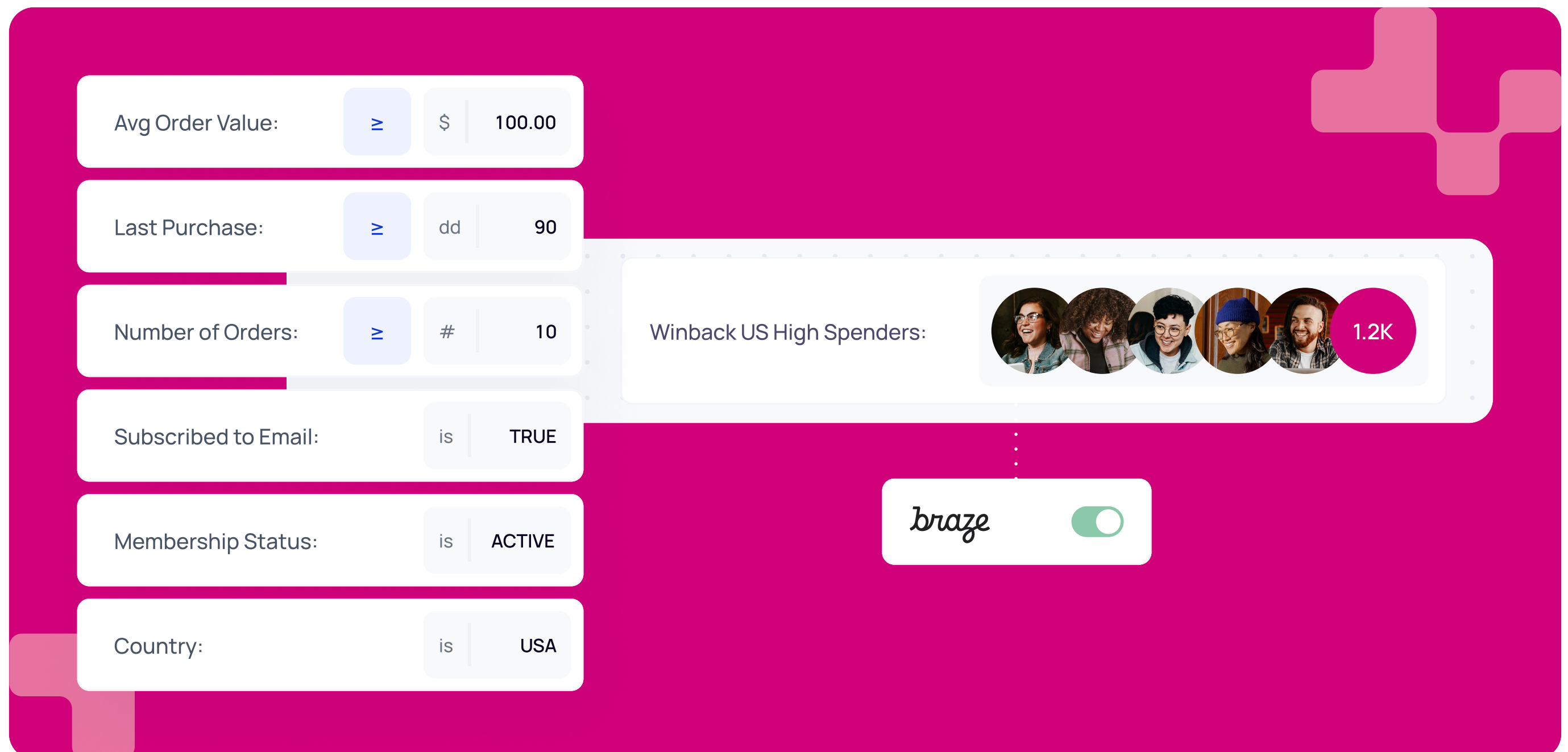
### Manage Data Point Consumption

Leverage Simon Data's Trait Syncing to only send updates to your most critical Braze Attributes.

Simon saves you Data Point consumption by only consuming Data Points when changes on specific Attributes are detected.

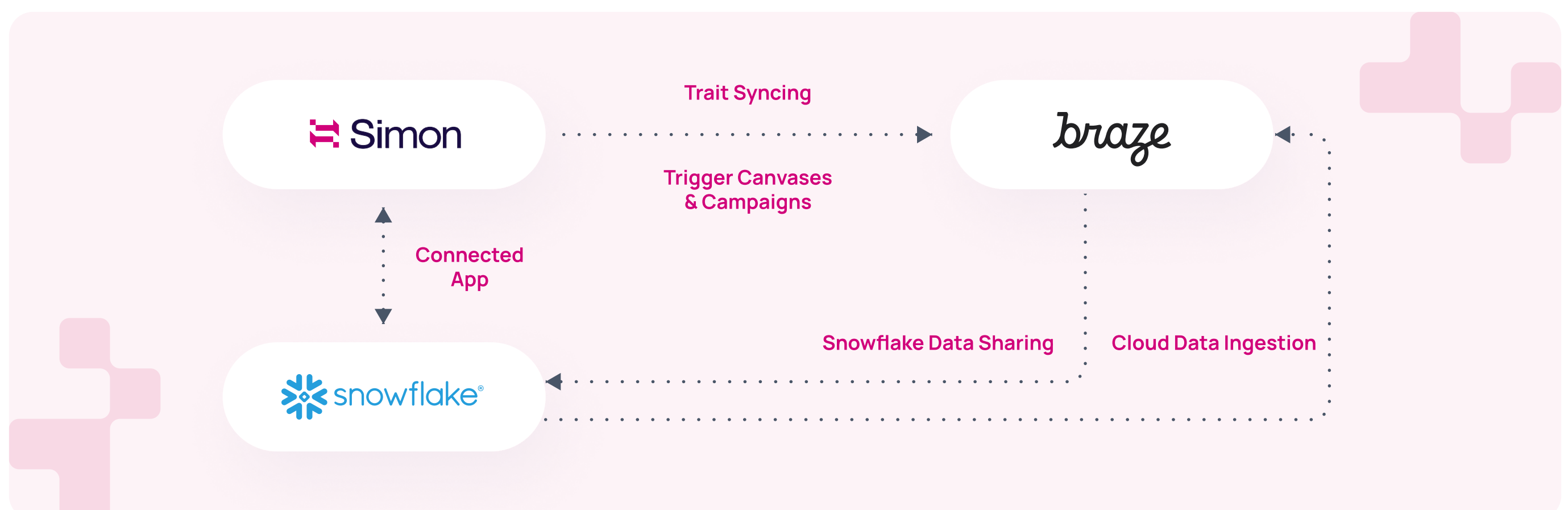
# 1. Trigger Braze Canvases with all the data at your fingertips

The Simon CDP unifies customer data from all your data sources and channels, creating complete 360° customer profiles. With this complete set of data at your fingertips, you can build highly granular segments in Simon and sync them to Braze, as well as trigger Braze Canvases and Campaigns directly from Simon.



## 2. Instantly share data from Braze to Snowflake to Simon

Are you sending your Braze engagement data back into Snowflake through Snowflake Data Sharing? Simon also uses Snowflake's Secure Data Sharing to make your data instantly available within your CDP.



### 3. Reduce Braze Data Point consumption and costs

Simon Data helps you cut down on Braze Data Point consumption and avoid overages by using Trait Syncing. This tool syncs only the necessary changes in customer data from Simon to Braze. You can choose to sync only the events or properties required for your campaigns and exclude those you don't need.

Trait Syncing Enabled	Traits	Change Detected	Synced to Braze
<input checked="" type="checkbox"/>	First Name	N	N
<input type="checkbox"/>	Last Name	N	N
<input type="checkbox"/>	Customer ID	N	N
<input type="checkbox"/>	Address 1	Y	N
<input type="checkbox"/>	Address 2	Y	N
<input checked="" type="checkbox"/>	City	Y	Y
<input type="checkbox"/>	State	N	N
<input checked="" type="checkbox"/>	Country	N	N
<input checked="" type="checkbox"/>	Phone Number	N	N
<input checked="" type="checkbox"/>	Subscribed to SMS	N	N
<input checked="" type="checkbox"/>	Discount Code Used	N	N
<input checked="" type="checkbox"/>	Last Order Date	Y	Y
<input type="checkbox"/>	Lifetime Value	Y	N
<input type="checkbox"/>	Last Attribution Source	Y	N
<input type="checkbox"/>	Last Apparel Category	Y	N
		Changes Detected	Traits Synced
		7 →	2

In this Trait Syncing example, 7 changes have been detected for a customer, but only 2 of those traits were chosen to sync to Braze, minimizing total Data Point consumption in Braze.

#### Braze

Search

Type a name

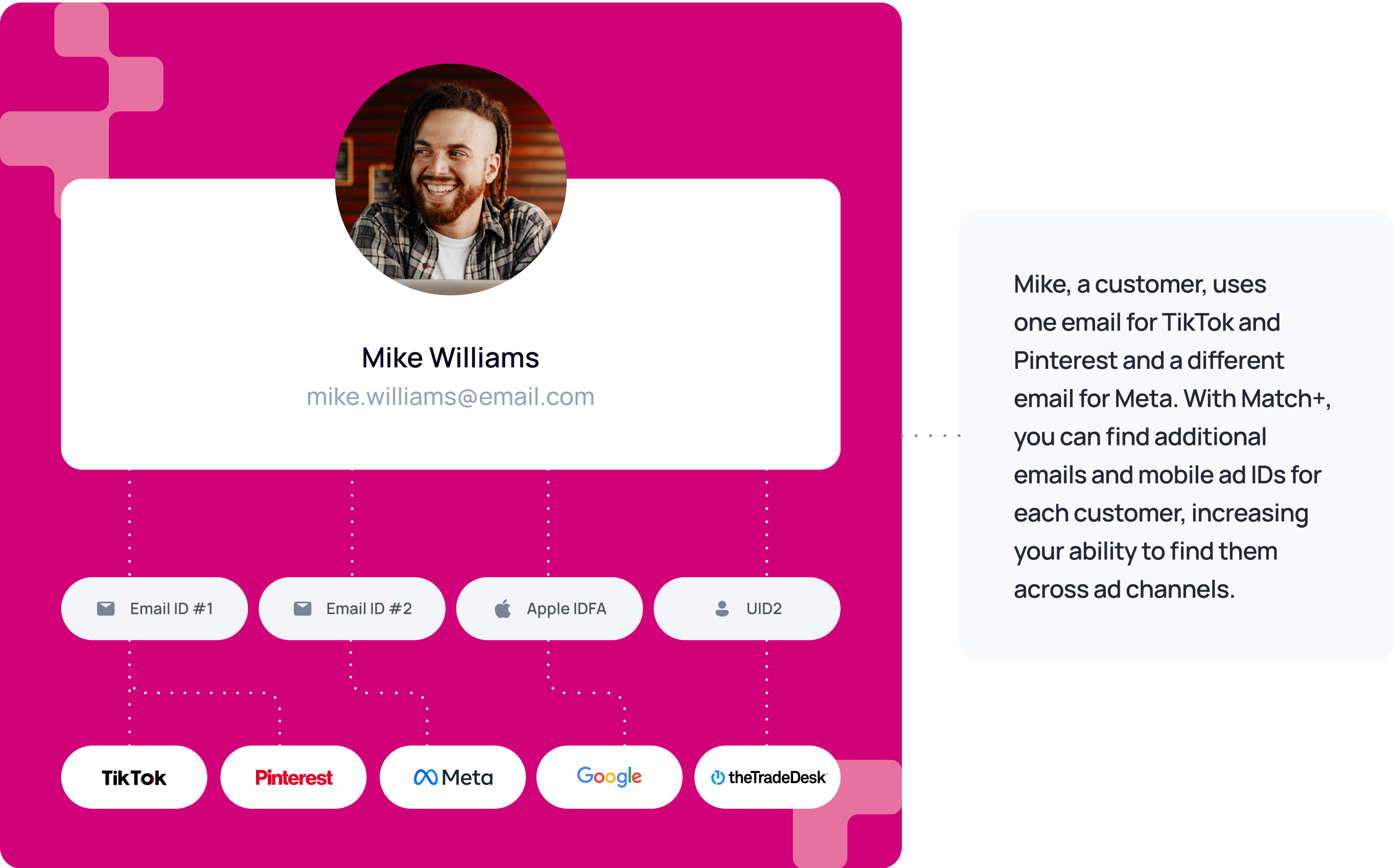
<input type="checkbox"/>	Name ↑
<input checked="" type="checkbox"/>	discount_codes_used
<input checked="" type="checkbox"/>	customer_latest_billing_data
<input checked="" type="checkbox"/>	most_recent_billing_city
<input checked="" type="checkbox"/>	most_recent_billing_country

#### Custom Attributes

discount_codes_used	MERRY20,CHEER15,BOGO10
has_active_account	true
is_subscribed_to_sms	true

# 4. Use Braze engagement data for enhanced paid media performance

Create audiences using Braze engagement data for targeting or suppression on paid media channels like The Trade Desk, Google, TikTok, Meta, and more. Plus, Simon’s Match+ enriches your first-party data with additional customer identifiers, so you can maximize reach.





## 5. Increase cart abandonment reach and revenue with Identity+ for customer identity resolution

With Simon's Identity+, you can match anonymous website activity with known customer profiles, allowing you to send highly personalized and timely messages via Braze to customers who abandoned their cart or browsing session.

Customers interact with businesses across multiple channels and devices, leading to fragmented data points. CDPs can offer [identity resolution](#), allowing businesses to reconcile disparate customer profiles to create that customer 360.

