



The #1 CDP for CRM Teams

Simon Data is more than a CDP — it's a complete solution that empowers marketers with the data, technology, and expert resources they need to stop guessing and start delivering what customers want. Leading brands like ASOS, Mattress Firm, and 1-800-Flowers partner with Simon to build sustainable, revenue-driving customer marketing programs. [Learn more at simondata.com](https://simondata.com)

Trusted by customer marketing teams at top D2C brands



Unlock complete customer profiles

It all starts with knowing your customers better. With Simon Data, you can unify, clean, and enrich your customer data across all data sources to better understand customers and power personalized experiences.



Customer 360°

See the full picture of each customer, with all their activity and attributes from every data source in one unified view plus AI insights and predictions.



Identity Resolution

Fix fragmented and inconsistent customer data that often leads to wasted marketing spend and poor customer experiences.



Enrichment

Uncover missing customer details so you can match more people on advertising channels and serve them personalized ads that convert.



100x more data with AI

Transform your marketing goals into revenue-generating campaigns with Simon AI. It operates as an intelligence layer on top of your customer data, so every campaign is backed by precise insights—all powered by [Snowflake Cortex](#).

AI-generated customer attributes—like demographics, interests, and buying habits—hidden in your raw data.



AI-generated segments that match your goals so you can launch faster and with greater accuracy.



AI-predicted conversion rates and revenue for your campaigns so you can invest where it matters most.

Personalize across the lifecycle

Next, it's about putting your insights into action. With Simon Data, you can activate complete customer data to deliver hyper-personalized experiences across every stage of the customer lifecycle.



Journeys & Experiments

Launch multichannel journeys and experiments in an easy drag-and-drop builder that connects seamlessly with your existing tech stack.



1:1 Personalization

Drive higher revenue per campaign by delivering unique and meaningful experiences from acquisition to loyalty and everything in between.



Predictive Insights

Predict when customers are likely to purchase, churn, or have a high LTV so you can deliver the right offer and recommendations.

“Simon allows us to really follow the members on their journey from initial discovery and planning of their vacation, all the way through to showing intent and booking. Every place that we've put personalized content has vastly outperformed the previous.”

Brian Lomonico | VP of Global CRM, **TRAVEL+LEISURE**

\$350K
incremental
revenue per year

30%
cut in tech
costs

Maximize your CDP with expert support

Drive results faster with Simon's strategic services, offering the expertise and hands-on support you need to get the most out of your CDP.



Strategy

- Marketing strategy
- Data readiness
- Customer 360



Execution

- Audience segmentation
- Campaign planning
- Campaign execution



Optimization

- Analytics & insights
- Testing