

Better Together

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

Simon's Customer Data Platform (CDP) unifies customer data from all your data sources and channels, creating 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 Attentive's SMS, Email, and AI capabilities to drive more conversions and revenue.

Simon and Attentive together empower you to:



Segment

Build sophisticated, multi-faceted customer segments in Simon and sync them to Attentive.



Personalize

Increase engagement by delivering messages with deeply personalized real-time messaging drawn from the rich, unified customer profiles built in Simon.



Orchestrate

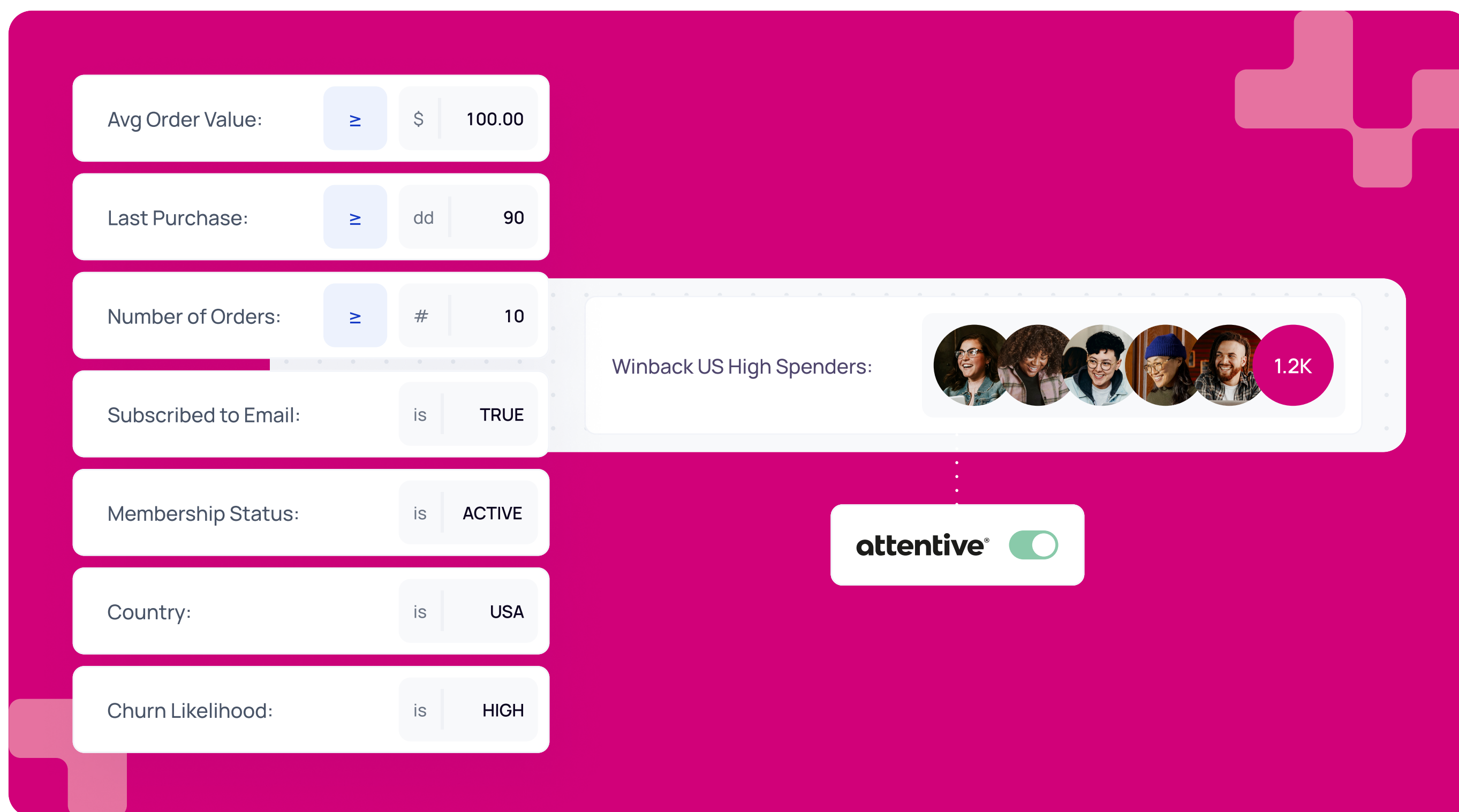
Trigger Attentive Journeys directly from the same segments and conditions you use to coordinate cross-channel and paid media campaigns in Simon.



Optimize

Send Attentive Events and Conversions data to Simon for analysis and segmentation.

Optimize cadence and reduce churn with combined smart sending and AI Journey and Audiences AI capabilities powered by Attentive.



Brands that harness the combined power of Simon + Attentive:

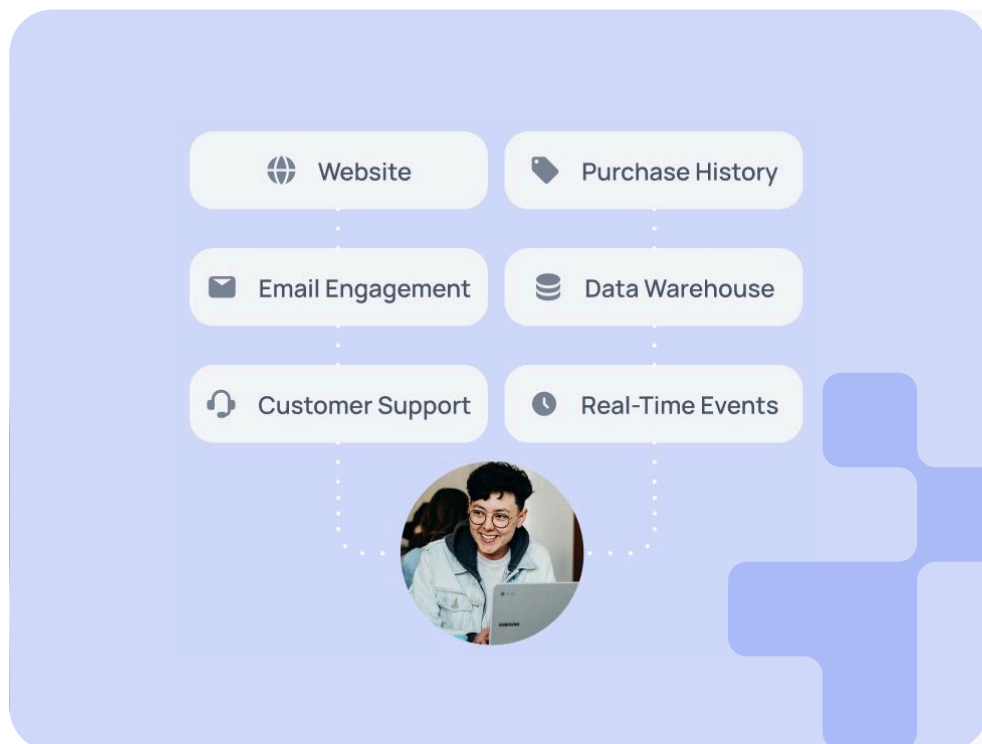


Tight Product Integration with Attentive Journeys and AI Pro

Simon Data closely aligns its product roadmap to support Attentive SMS, Email, Journeys, Profiles, Events Reporting, and AI Pro capabilities. Here's what's coming soon:

- Trigger Attentive Journeys from events detected across all your data sources monitored by Simon.
- Send Custom Attributes to Attentive for enhanced segmentation.
- Send Custom Attributes to Attentive for enhanced AI Journeys and Conversational AI.
- Send Simon segments and Custom Attributes to Attentive's Audiences AI for more intelligent segmentation.

More Combined Use Cases



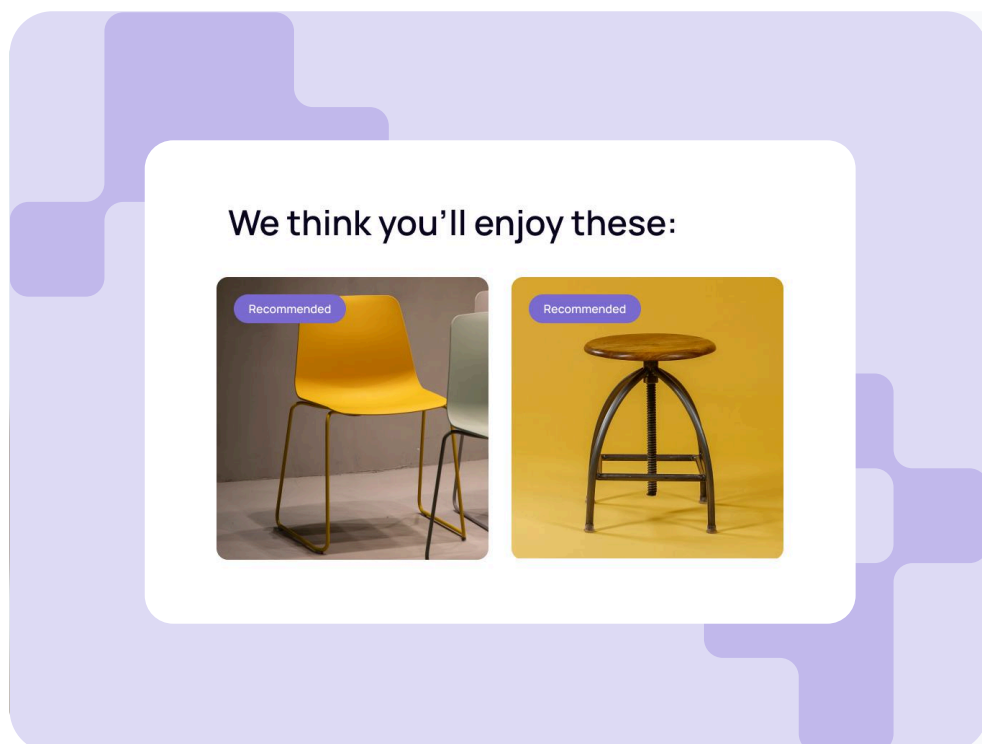
Trigger Attentive campaigns using ALL of your data

Trigger Attentive Journeys for SMS and Email campaigns across all stages of the customer lifecycle using historical, behavioral, and real-time data, as well as other channel interaction data that's centralized in the Simon CDP.



Suppress customers with recent support complaints

Simon Data unifies data from all sources, including your customer support platform, so you can create segments using this data and sync them to the channels you need.



Use Simon's predictive analytics to send tailored offers

Automatically flag customers that are likely to churn or likely to make a purchase so you can send tailored offers and messages—and in their preferred communication channel.