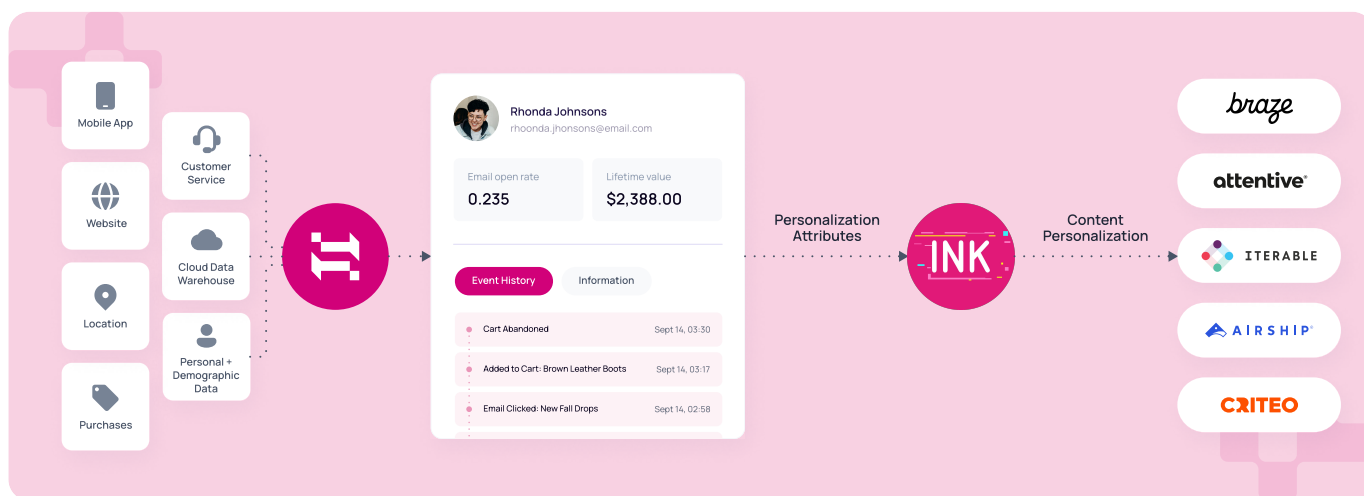# Real-time data meets dynamic content

Automatically transform customer insights into personalized visual experiences.

Marketing teams are drowning in customer data but struggling to activate it quickly. By the time insights move from your CDP to creative to campaigns, the moment has passed.

Our native integration eliminates the gap between customer data and personalized content. Simon Data's unified profiles power Movable Ink's dynamic visuals at time of open with zero manual work.

How the integration works

Sync daily or in real time

Customer profiles and behavioral data flow automatically from Simon Data to Movable Ink daily or real time with Simon Data's Audiences API.

Dynamic content

Visual experiences adapt instantly based on behavior, location, loyalty status, and preferences.

Instant activation

Deploy through Simon's orchestration or your existing email platform.

Why marketers benefit

✓ **Eliminate data delays** — No more exports, uploads, or waiting on IT

✓ **Cut production time in half** — Dynamic content updates automatically

✓ **Improve engagement** — Context-aware visuals that actually resonate

✓ **Scale personalization** — Sophisticated experiences without technical complexity

Perfect for:

Lifecycle & CRM teams
ready to move beyond static templates

Retention marketers
who want data-driven visual experiences

Brands
prioritizing first-party data activation

> "Marketing teams can now activate insights as quickly as they generate them."

Alex Greer
Strategic Partnerships at Simon Data

Ready to get started? Book a demo today →