How ASOS engages millions of shoppers with smarter personalization

asos is an online retailer for fashion-loving 20-somethings around the world, with a purpose to give its customers the confidence to be whoever they want to be. ASOS needed a marketing program to effectively build relationships with this demographic, which highly values the customer experience.

To achieve this, ASOS knew that it would require a platform that can harness the full breadth of its customer data to create one-to-one personalization — across 200+ markets.

- 💲 **Annual Revenue:** $3.4B
- 🏪 **Industry:** Retail, Fashion
- 🛍️ **Founded:** 2000
- 👥 **No. of Employees:** 1000-5000

With Simon Data, ASOS Unlocked

$77.5MM
incremental revenue

50MM
customer profiles updated daily

80K
products leveraged for personalized recommendations

The Challenge

Before Simon Data, ASOS' customer data was siloed in different systems, which hindered the marketing team from creating a cohesive experience for customers across channels. In addition, ASOS sought to create more responsive marketing, targeted campaigns based on a customer's activity across website, in-app, email, and other key engagement channels.

The Solution

The Simon CDP collected customer data from all sources and systems including transactional, behavioral, and demographic data to create a single view of each customer. Having all data centralized in one place and a clear picture of each customer enabled:

- CRM data
- Purchases
- Web & mobile app activity
- Customer support
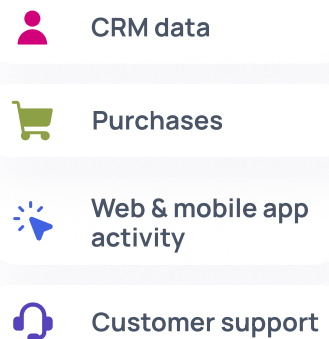
A cohesive multi-channel experience for every shopper

Precise segments and one-to-one personalization

Advanced cross-channel marketing experiments

The Simon CDP also empowered ASOS to trigger relevant push notifications, trigger browse and cart abandonment emails, make product recommendations, send timely restock alerts, notify customers about price drops, and more—all in response to behavioral signals captured across systems, but unified in the Simon CDP.

> "With Simon Data, we unlocked the ability to unify all of our customer data and cohesively orchestrate customer experience across our marketing channels. This allowed us to increase our sales by improving how we interact with our customers and enhancing our understanding of their needs."
>
> **Ash Fisher**
> Head of Technology, ASOS