Email marketing is critically important to growth and customer relationships, yet most tools make it impossibly hard. Why? Built to send email, they force marketers to do all the heavy lifting. They can’t automate heavy data management workloads.

Simon helps email marketers:
• **Boost Outcomes & ROI**
  Drive revenue per email with segmentation & personalization built for email marketers.
• **Build Beautiful Experiences**
  Attain better results by making every customer’s experience relevant and engaging.
• **Break Through To The Customer**
  Data-driven deliverability ensures that email marketers avoid inbox problems and privacy gotchas that scotch results & reputation.

Simon Mail’s Powerful Capabilities:

**Speedy Workflows Tuned for Email**
With reusable and configurable segments, recurring mailings, and triggers, email marketers can put more campaign in market faster with better results.

**Dynamic Content & Personalization**
Take the sting out of coding with a powerful editor, full data access via Jinja expressions, and batch proofing tools to make every email perfect.

**Comprehensive Campaign Metrics**
Simon Mail tracks key performance indicators for every message, making it easy to optimize campaigns and share data with common BI tools.

**Enterprise Preference Management**
Boost deliverability and customer satisfaction by enabling customers to opt-down or opt-out of marketing campaigns and newsletters.

Brands like yours who have implemented Simon as their cross-channel platform have seen:

**Behavioral Messaging:**
- 2x revenue boost

**Experimentation:**
- 2.8x revenue boost

**Customer Engagement:**
- 3x increase

**Click Through Rates:**
- 50% increase

Request a demo today!
Learn more about Simon Data – give us a shout at hello@simondata.com
The Farmer’s Dog
Great Email is Great Data

The Farmer’s Dog was created by two dog lovers to radically improve the $90 billion global pet food industry — starting with a subscription service that sends freshly-made food directly to customers’ doors.

How does Simon Mail help?

**Smart Triggers**
Using CRM, behavioral data, and real-time inventory systems.

**Fully Automated Campaigns**
Upcoming orders and shipping notices are sent automatically.

**Blended Human & Pet Info**
Complex household data is integrated together seamlessly.

**Rich, Dynamic Content**
Blog content and images are added at send time.

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### Data Sources

- Cloud Data Warehouse
- Event Streams
- Order Mgmt
- Contact & Identity
- Product Info & Recs
- Dynamic Content

### Results

- **3x** Revenue Per Email
- **2.4x** Email Engagement
- **430MM** User Ratings
- **120MM** Message Per Month
- **40+** Daily Campaigns

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**Better Data, Better Marketing, Better Results**

**The Simon Data Cross-Channel Marketing Platform**
Integrate data from any source, unify customer profiles, create real-time segments, and orchestrate customer journeys across any marketing touch point.

**Simon CDP**
Supercharge segmentation & personalization everywhere

**Simon Journeys**
Develop, deploy, and scale better x-channel journeys

**Simon Mail**
Break through with data-driven content and deliverability

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Simon powers forward-looking experiences for leading brands like Peloton, Casper, ASOS, Wyndham, and Tripadvisor to improve customer experiences and all of the growth metrics that follow.

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