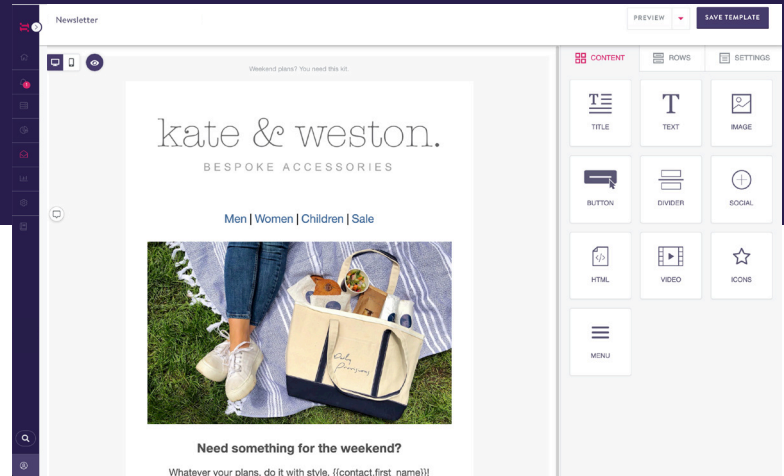


Simon Mail



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 smart hub have seen:

BEHAVIOURAL 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

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.



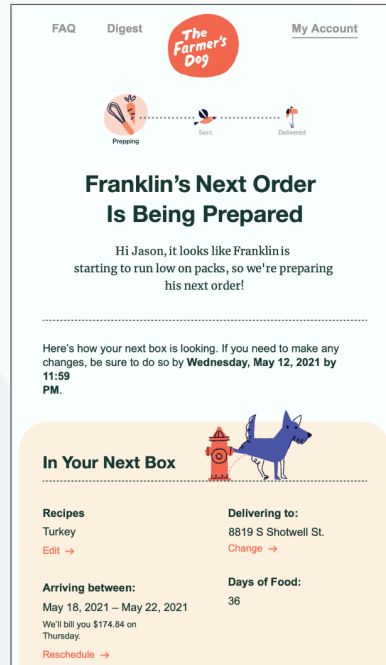
Blended Human & Pet Info

Complex household data is integrated together seamlessly.



Rich, Dynamic Content

Blog content and images are added at send time.



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



Better Data, Better Marketing, Better Results



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

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 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.



AWAY

Casper



vimeo

wework

BARK-BOX

RESY

ASOS

WYNDHAM
• DESTINATIONS

Request a demo today!

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