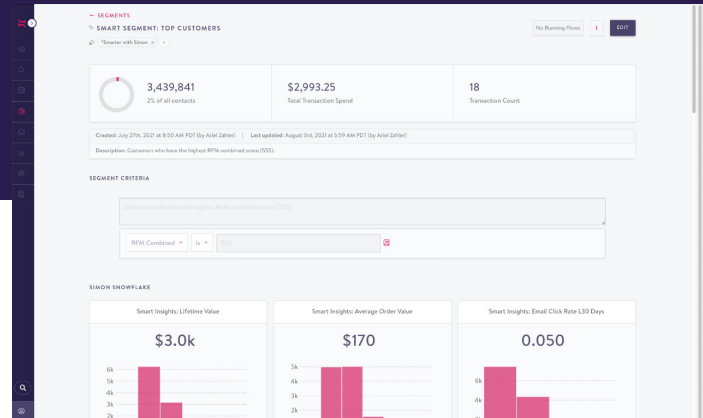


Simon CDP



Marketing teams struggle to get access to **good, clean data** that can power the right downstream customer experiences. Yet incompatible schemas, siloed sources and systems, and long ticket queues deaden marketing performance.

Simon helps CRM marketers:

- **Deliver Strategic Value From Data**
Boost the performance of every marketing program with a schema-less, single customer view.
- **Accelerate Results & Revenue**
Make every tool and touch point better with real-time segments and personalized messaging.
- **Enrich Every Customer Journey**
Find the right outcome faster with cross-channel experiments, predictive models, & measurement.

Simon CDP's Powerful Capabilities:



Customer Data Unification & Centralization >> Whatever the source, static or streaming, Simon CDP consolidates customer data into a centralized hub that powers acquisition and retention marketing.



Self Serve Segmentation >> Simon CDP's automations and workflows enable any marketer to build segments from real-time and historical data that eliminate the need for IT tickets.



Personalization and Optimization >> Deliver more results from data science by deploying predictive models to deliver one-to-one experiences, personalized using any customer data attribute.



Data Integration and Governance >> Automate customer data management with Simon CDP's integrations and APIs, contact and consent management, data governance, and alerting.

Brands like yours who have implemented Simon as their smart hub 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

simondata.com

Travel & Leisure

Better Data, Better Cross-Channel Personalization

Travel & Leisure (formerly Wyndham RCI) isn't just the leader of vacation exchange. It's an entire global travel network. With 4,200+ resorts and 600,000 rooms, it's one place to dream it, plan it, and book it all.

How does Simon CDP help?



More Segments & Scalability

Modern data infrastructure delivers better experiences.



Real-Time, Predictive Models

Deploy Next Best Action & Offer to create 1-1 customer experiences.



More Productivity, More Results

Speedy workflows enable more results from more campaigns.



Full X-Channel Journeys

Google, Facebook, Web Site, Call Center, & Other Digital Channels.

YOUR VACATION OFFERS

[See All Offers >](#)

EXCHANGE FOR 50% OFF!
Book an RCI Exchange Vacation by 9/30/2021 and receive 50% off the exchange fee.

EXCHANGE FOR 50% OFF!
Book an RCI Exchange Vacation by 9/30/2021 and receive 50% off the exchange fee.

BOOK NOW FOR \$50 OFF THE RCI EXCHANGE FEE
RCI along with GPR is happy to give you \$50 off your next RCI Weeks Exchange. Must book by 9/30/2021.

Results

\$0
Capital Investment

\$350k
Incremental Revenue / Year

DON'T LET YOUR POINTS EXPIRE
Check point details

Website

Call Center

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

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.

Tripadvisor

AWAY

Casper

Blue Apron

vimeo

wework

BARK-BOX

RESY

ASOS

WYNDHAM
• DESTINATIONS

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