

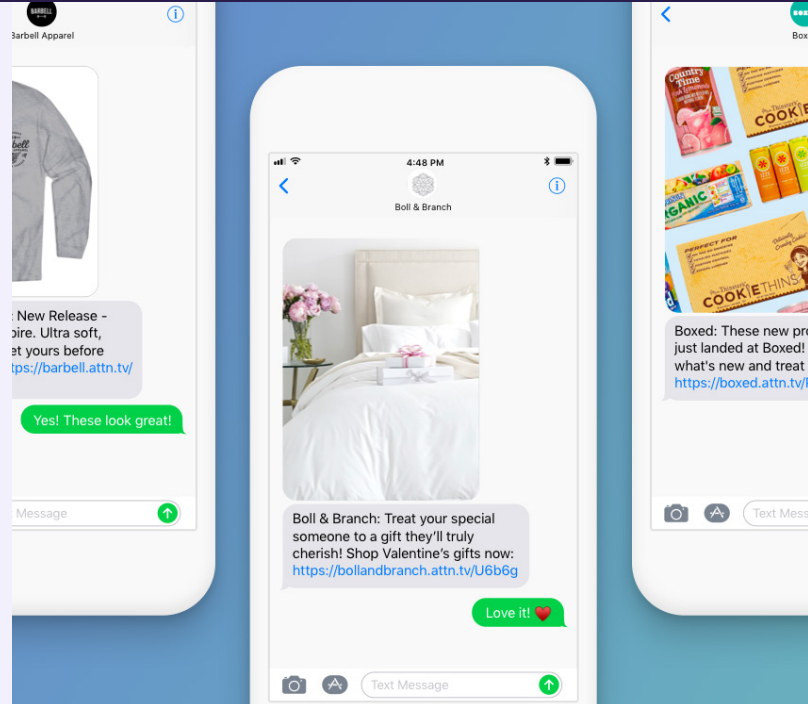


# Simon's Native SMS Channel, Powered by Attentive

Simon proudly partners with preferred SMS platform, Attentive to bring more data and control to marketers' text strategies than ever before.

## Simon Data + Attentive

Together, customers can reach their users via SMS more effectively by triggering and personalizing messages based on historical, real-time, and machine learning datasets leveraged by Simon Data. This enables marketers to drive hyper-segmented messages that coordinate seamlessly across other best-in-class channels and inspire more meaningful customer experiences.



### Simon's Native SMS Channel, Powered by Attentive Allows Marketers to:

#### Power Real-Time Personalization >>

Create relevant and highly personalized text messages by utilizing the latest customer data via Simon's real-time data refreshes. Coordinate actions and real-time behaviors across all channels for a streamlined customer experience.

#### Send Messages, Smartly >>

Optimize customer engagement with just the right amount of interaction. De-risk over-communicating to customers and understand churn likelihood with combined smart sending and predictive capabilities.

#### Ensure Extensive Scalability >>

Build sophisticated SMS messages based on real-time and historical behaviors across all customer touchpoints (onsite, email, mobile, etc.) and easily measure campaign success within the convenience of Simon's unified platform.

#### Drive Lightning Fast Messages >>>

Confidently send messages at speed, without the risk of slow delivery times. Hit the mark when it matters by knowing messages will arrive when expected, even during peak send times.

**Request a demo today!**

Learn more about Simon Data – give us a shout at [hello@simondata.com](mailto:hello@simondata.com)

# Inspiring Better Customer Experiences, Together

Simon Data and Attentive acknowledge that reaching customers via SMS brings a more intimate user experience, which means marketers have even higher expectations to be relevant and timely.

Together, we work to ensure both marketer and consumer experiences are unmatched, in ways other providers don't compare:



## Backed by Data:

The combined power of Simon's CDP with Attentive's native segmentation engine allows marketers to get the most out of their customer data and get even more granular with one-to-many sends.



## Deliverability & Compliance:

Simon Data and Attentive are helping marketers focus on the larger tasks at hand by ensuring SMS and ESP messages are delivered at industry-leading speeds, while also ensuring SMS messages are TCPA, CCPA, and ADA compliant.



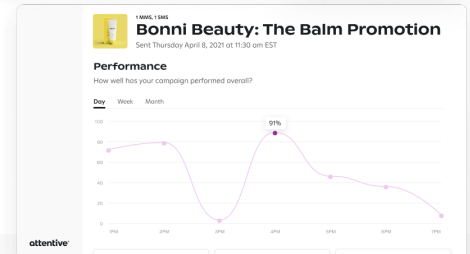
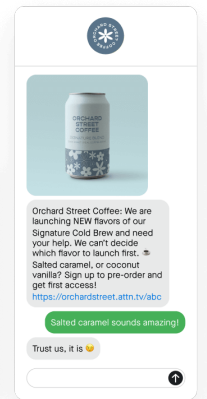
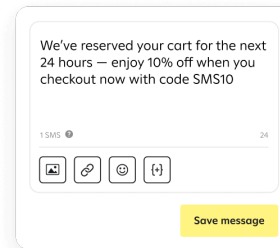
## Rich X-Channel Messages:

Marketers can easily deliver better cross-channel experiences through Simon's platform that enables marketers to build hyper-personalized campaigns that are coordinated between every owned channels and manage a comprehensive text message strategy across SMS, MMS, video, & audio.



## Exceptional Customer Service:

Both Simon Data and Attentive are deeply focused on delivering world-class customer service so that marketers are never bottlenecked by technical details. Easily speak with account managers and access timely hands-on support.



## Common Use Cases

### Triggered SMS Messages Via Simon Journeys

Automatically send triggered SMS messages across different phases of the customer lifecycle. By opening the door to both trigger and personalize texts based on unique customer data and other channel interactions, marketers are able to make more texts behavioral and therefore more personalized.

### Send One-Time or Recurring SMS Blasts

Whether marketers want to target a customer segment one-time or on a recurring basis, Simon+Attentive make that easy. Through Simon's advanced CDP and marketer-friendly workflows, it's easy to automate SMS messages that are set to send at specific times or send based on triggered behaviors at scale.

### Opt-Out Frequently Messaged Users

Given the more intimate touchpoint that SMS provides, marketers must optimize customer engagement with just the right amount of interaction. De-risk over-communicating to customers and understand churn likelihood with combined smart sending and predictive capabilities. Automatically flag accounts that are likely to disengage or who have received a high volume of messages to ensure communications reflect unique user experiences and optimize satisfaction.

Inspiring Joint Customers, which include:

**BARK<BOX**

**Thinx!**

**Tommy John**

**LUNYA**

Request a demo today!

[simondata.com/demo](https://simondata.com/demo)

**Simon** / **attentive**