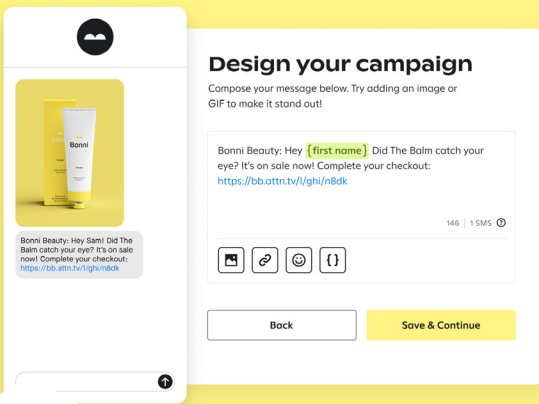


attentive®

Simon

Simon Data + Attentive



Attentive® is a comprehensive text message marketing solution, driving 20.5% of total online revenue for businesses by using real-time behavioral data that creates thoughtful SMS experiences. Over 4,000 leading businesses like CB2, Pura Vida, Urban Outfitters, Rebecca Minkoff, Steve Madden, and more rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI.

Attentive helps digital marketers:

- **Grow Campaign Engagement**
Promote incentives and create high performing messages that maximize buyer conversions & ROI.
- **Target the Right Audience**
Accurately reach the users you want to speak to with relevant messaging that inspires action.
- **Capture Customer Attention**
Engage customers at every stage of the buyer journey with rapid testing & iteration that amplifies user experience and engagement.

Bringing Powerful Capabilities Together:



Highly Targeted Audiences >> Simon's core CDP brings a unified customer view to marketing workflows so that messages can be more targeted with relevant communications. With robust segmentation capabilities, marketers can more easily target the right audience with unique content across all end channels, such as mobile text messages.



Elevated X-Channel Messages >> Campaign optimization is made easier through Simon & Attentive's combined experimentation & iteration capabilities. Dynamic testing & quick versioning allow marketers to ensure they are saying the right thing at the right time via every channel.



Experience That Inspires Action >> Simon provides enhanced customer experiences through x-channel journeys that meet users on every platform. Through robust integration capabilities, marketers can manage all their best-of-breed tools in one place & quickly build impactful user experiences across every channel, such as mobile messaging.

Better Together

ACT FASTER

All Your Tools
In One Platform

THINK SMARTER

Expanded
Capabilities

SCALE QUICKLY

Think Like Data Scientists
Act Like A Marketer

Request a demo today!

Learn more about Simon Data – give us a shout at hello@simondata.com

simondata.com

Inspiring Better Customer Experiences, Together

Real-Time Personalization

Power relevant and highly personalized text messages by utilizing real-time customer data

Lightening Fast Messaging

Confidently send messages at speed that won't slow down your delivery time

Extensive Scalability

Drive sophisticated x-channel marketing that effectively reaches users where & how they want

Jointly Inspiring

BARK=BOX

LUNYA

 **Tommy John®**

Thinx!

Simon partners with outside, best-of-breed tools to enhance user capabilities & enable marketers to act even faster, think smarter, and scale more efficiently.

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

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

 **Tripadvisor**

AWAY

Casper

 **Blue Apron**

vimeo

wework

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RESY

ASOS

**WYNDHAM
• DESTINATIONS**

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