![Simon logo]

Simon Data + Nosto

About Simon Data

Simon Data empowers marketing teams with the only Customer Data Platform (CDP) purpose-built to increase campaign performance through faster, more precise segmentation and personalization. The first CDP built on Snowflake, the Simon Data Platform enables brands to break free from outdated architecture that makes data hard to access and deploy. Low code, the Simon Data Platform is designed for use by marketers – turning them into data scientists.

- Fully orchestrate and automate the customer journey across all your tools and end channels

- Boost the performance of every marketing program with a unified, single customer view of all your data sources

- Build dynamic segments based on browsing behavior, email engagement, historic LTV and purchase history
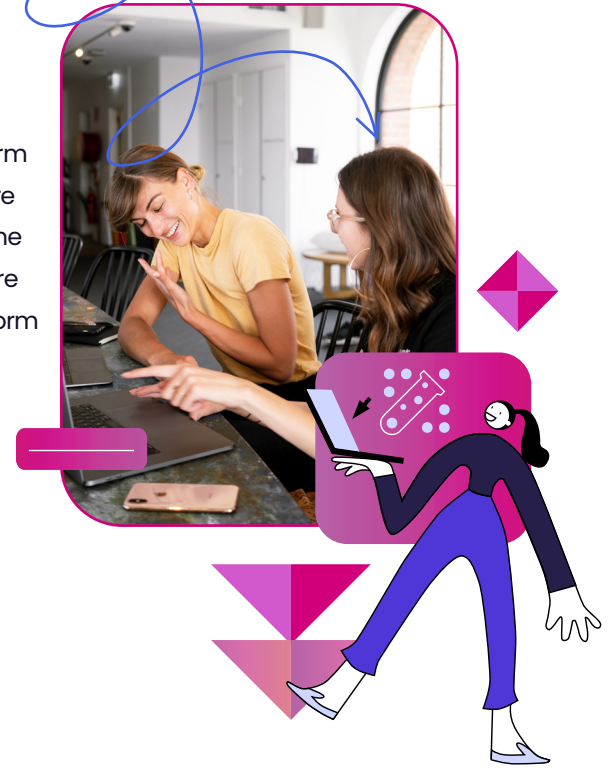
About Nosto

Nosto enables online brands to deliver authentic, relevant, and personalized experiences at every touchpoint, across every device. An AI-Powered Commerce Experience Platform (CXP) designed for ease of use, Nosto empowers brands to build, launch, and optimize compelling digital experiences without the need for dedicated IT resources or a lengthy implementation process. Leading brands in over 100 countries use Nosto to grow their business and delight their customers. Nosto supports its clients from its offices in New York, Los Angeles, London, Paris, Berlin, Stockholm, Sydney, and Helsinki.

Request a demo today!

Nosto + Simon Data

Bringing powerful tools together for an omnichannel experience

Built for marketers, both Nosto and Simon Data make it easy for teams to create a better cross-channel customer experience. Activate your data in Simon's platform, to leverage Nosto's on-site expertise for a complete, end-to-end, personalized shopping experience.

Data-driven journeys Using Simon's predictive customer models in conjunction with Nosto's commerce and transactional data layer, takes the guesswork out of creating the best path for each customer on their personal shopping journey.

Cross-channel experiences Integrate Nosto's intelligent on-site behavioral actions with all your marketing channels in Simon's CDP. With Simon, you can fully orchestrate and automate email, SMS, push, ad channels, onsite personalization and more, leveraging the data and actions from each channel to influence your decisions in others for a true omnichannel experience.

Faster conversion Close the gap between data and experience deliverability, by triggering real-time marketing actions based on on-site customer behaviors. Send personalized content, offers, and recommendations to the right segments at the right times to encourage purchases and conversions.

Cross-sell & Up-sell Increase average order value with up-sells and cross-sell product recommendations based on what's in their cart, past purchase history, and customer profile. Create a better shopping experience and drive more revenue with personalized product recommendations across your site, email, apps, even offline and in-store.

Unlock new possibilities with Simon Data + Nosto

Put all your data to work. Simon Data can pass segments of customers to Nosto for enhanced personalization of the customer's onsite experience.

New Capability	Example
Further enrich existing audiences	• Recent purchasers • Lapsed purchasers
Create audiences from contacts who were previously undefinable	• Contacts who have not opened an abandoned cart email
Access and activate data previously out of reach from other channels	• Contacts who have opened an email in the past 30 days
Create a more sophisticated on-site experience	• Contacts who have recently canceled orders

Request a demo today!

simondata.com