



Simon Data + Snowflake, Better Together

Seamlessly leverage Snowflake data to drive more personalized customer engagement

WHY SIMON

For great brands, data is behind every decision, every campaign, and infused into every marketing strategy. Simon is the connective tissue between your data layer and marketing team, enabling marketers to activate advanced segmentation and experimentation on all channels. Time-to-campaign goes down, while customer engagement and all of the growth metrics that follow go up.

WHY SNOWFLAKE

Cross-cloud, cross-tool, and cross-team data complexity has become the norm. Development teams are left with the task of building and maintaining bespoke integrations in order to make it all work. Snowflake offers the ability to easily pull data from any warehouse and seamlessly share data to all relevant platforms, freeing your organization to focus on driving even more value from their data investments. The last-mile of a world-class data infrastructure is making it seamlessly available for world-class marketing: This is where Simon comes in.

OUTCOMES OF SIMON + SNOWFLAKE

Faster time-to-campaign

F500
Financial Services Institution

75% reduction in launch time of marketing campaigns & experiments

Ease of deployment

**WYNDHAM
• DESTINATIONS**

50% reduction in Marketing Technology FTE

Speedy implementation


Tripadvisor

45 days from kickoff to launch of first campaigns

Request a demo today!

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

simondata.com



Marketers are able to leverage data anywhere to drive more personalized customer engagement without the need to interact directly with your organization's data warehouse.

Marketers are looking ahead to unify their data and deliver next-generation customer experiences. Unfortunately, most find themselves hamstrung by siloed and disparate data sources, unable to be used effectively and timely in campaigns without costly IT support.

With Simon's frictionless, bidirectional Snowflake integration, businesses can streamline their siloed datasets into a **single unified customer record**. This enables them to engage with users on the right channel, with the right message, at the right time. IT and data engineering resources required to support marketing decrease, while the campaign possibilities and speed increase.

BENEFITS

Easily share data in and out: While Simon can ingest data from any data warehouse, Simon offers a bi-directional data share with Snowflake warehouses, making it easy to leverage your analytics without relying on additional resources for automation or heavy-lift, manual engineering.

Connect your data to customer actions:

Streamline your reporting process for a clear, unified picture of how the dots connect across your customer journey.

Better coordinate your marketing efforts: With Simon + Snowflake, data flows directly into the tool where you need to access your analytics. With a clean data environment, marketers can create audiences, build content, and orchestrate complex journeys and experiments more efficiently.

Simon + Snowflake accelerates your business by arming marketers with the data needed to create winning campaigns and evaluate trends between every customer touch point, all while maintaining data integrity. Maximize the strategic impact of your Snowflake data warehouse with Simon.

Brands like yours integrate with Simon:



AWAY

Casper



vimeo

wework

BARK-BOX

RESY

OSOS

WYNDHAM
• DESTINATIONS

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