



With **Simon**, ASOS harnesses customer data to deliver more personalized, responsive, and effective customer experiences.


About ASOS

ASOS is an online fashion retailer serving customer all around the world. Its target demographic of fashion-loving 20-somethings places great value on customer experience, so ASOS recognizes that its marketing program needs to reach customers with personalized content on multiple channels, and throughout various points of the customer journey.

To help achieve this, ASOS knew they needed a platform that would allow them to harness the breadth of its data to create a single view of each customer and use this to power a superior customer experience.

Revenue	\$3B/year
Industries	E-Commerce, Fashion, Retail
Founded	Jun 1, 2000
Number of Employees	1001-5000
Founders	Nick Robertson, Quentin Griffiths

Simon Enabled




\$75M+
Using Simon has resulted in
£60M+ in incremental revenue



125+
Market to shoppers
in 125+ countries



50M+
50M+ Customer
profiles updated daily
and ready to use in
marketing campaigns



80000+
Products leveraged
for personalized
customer
recommendations



We want our customer feeling like we know them. The key is to try to show that we've got something for everyone."

— **Lou Dam** (CRM strategy and loyalty lead)

What Simon Enhanced

The first area of focus for stellar customer experience was integrated, cross-channel marketing. Prior to Simon, channel-specific data was siloed in different systems so ASOS had no way to orchestrate a cohesive marketing experience across channels for their shoppers. Simon was able to integrate with multiple 3rd party vendors and ASOS systems to combine this data and provide a single view of each customer resulting in:



A cohesive multi-channel marketing experience for the customer



Improved 1:1 personalization in marketing content across platforms



Advanced experimentation for cross-channel and customer-based testing that shows true campaign lift

The second area of focus was enabling a responsive marketing strategy to increase shopper engagement and conversion. Simon's technology allowed ASOS to trigger push notifications in response to a shopper's activity in-app. Simon was also able to leverage livestream website and app data to trigger emails for shoppers that abandoned browsing - encouraging a shopper to return with personalized product recommendations while they are in the early consideration phase of their journey.

Results

With Simon Data's category-shifting data and marketing platform, ASOS was able to harness their data to its full potential and take major steps towards making their customer marketing program more personalized, responsive, and effective.



"With Simon Data, we unlocked the ability to unify all of our customer data and cohesively orchestrate customer experience across our marketing channels. This allowed us to increase our sales by improving how we interact with our customers and enhancing our understanding of their needs."

Ash Fisher

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