

Reporting & Insights

Data visibility products

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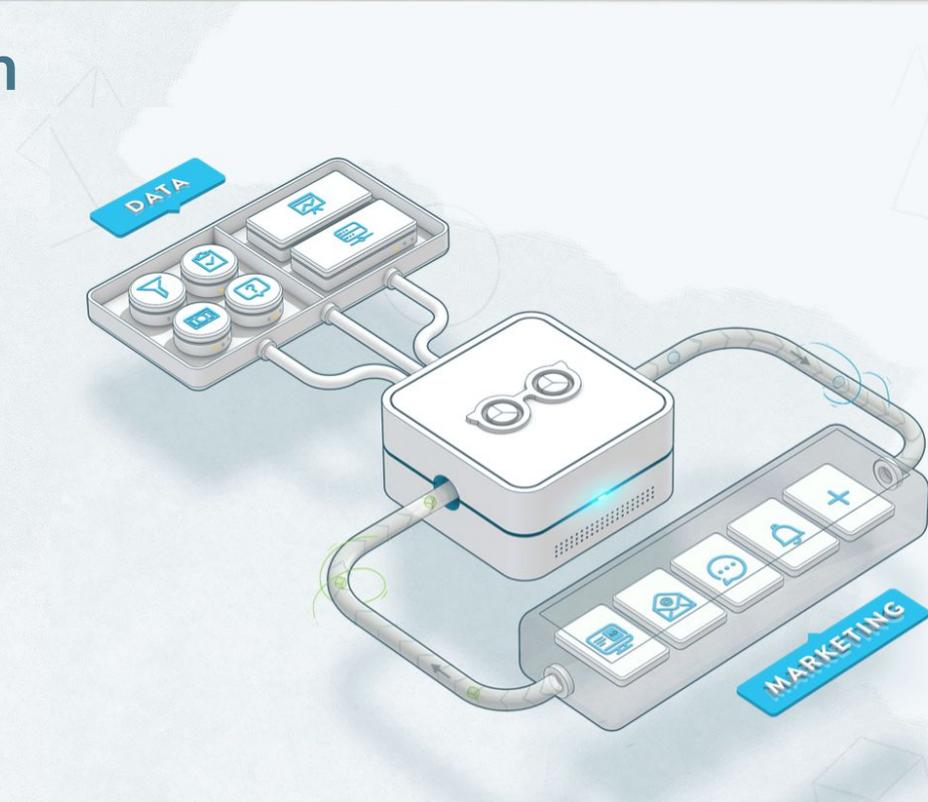
- Simon platform overview
- Data products
- Reporting and insights
- That's it





Simon Consumer Data Platform

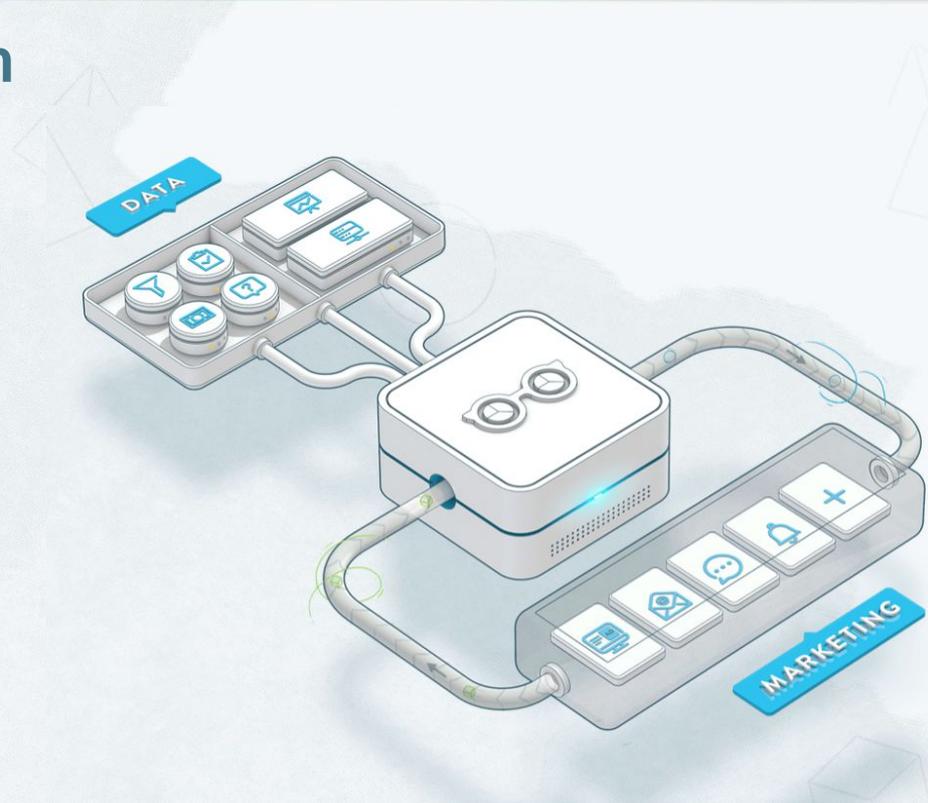
- Used by marketers, product management, customer service





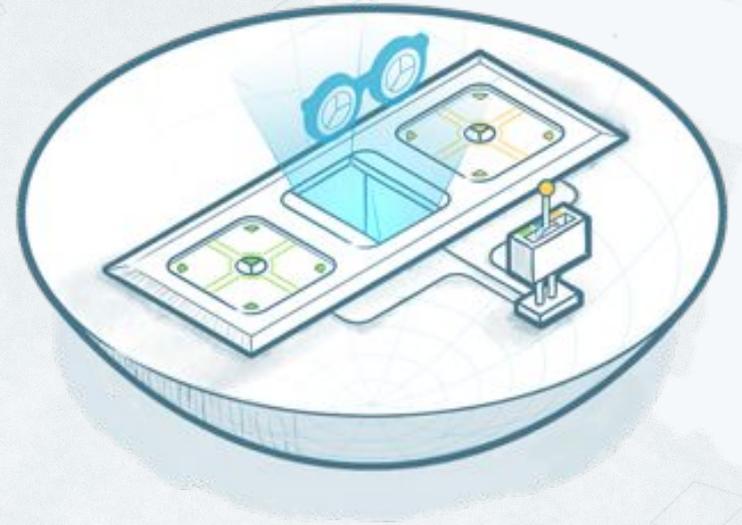
Simon Consumer Data Platform

- Used by marketers, product management, customer service
- Data ingest
- Segmentation
- Multi-channel campaigns



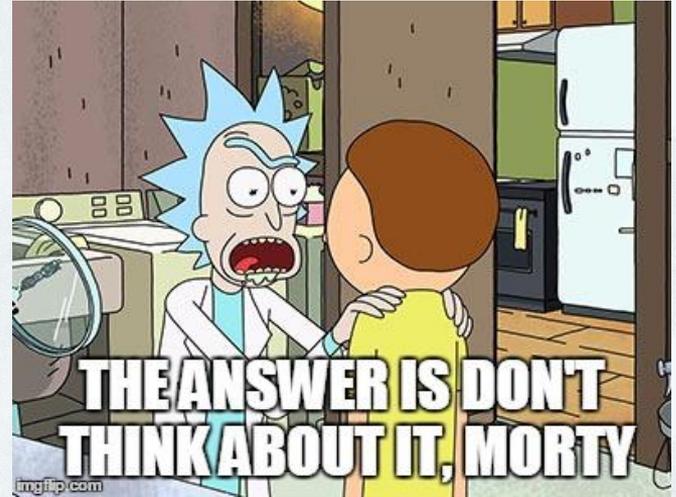


- [Intelligent] agents
- Decision support systems





- [Intelligent] agents
- Decision support systems
- Sometimes these are the same?





Decision support systems

- Reporting
- Insights





Reporting

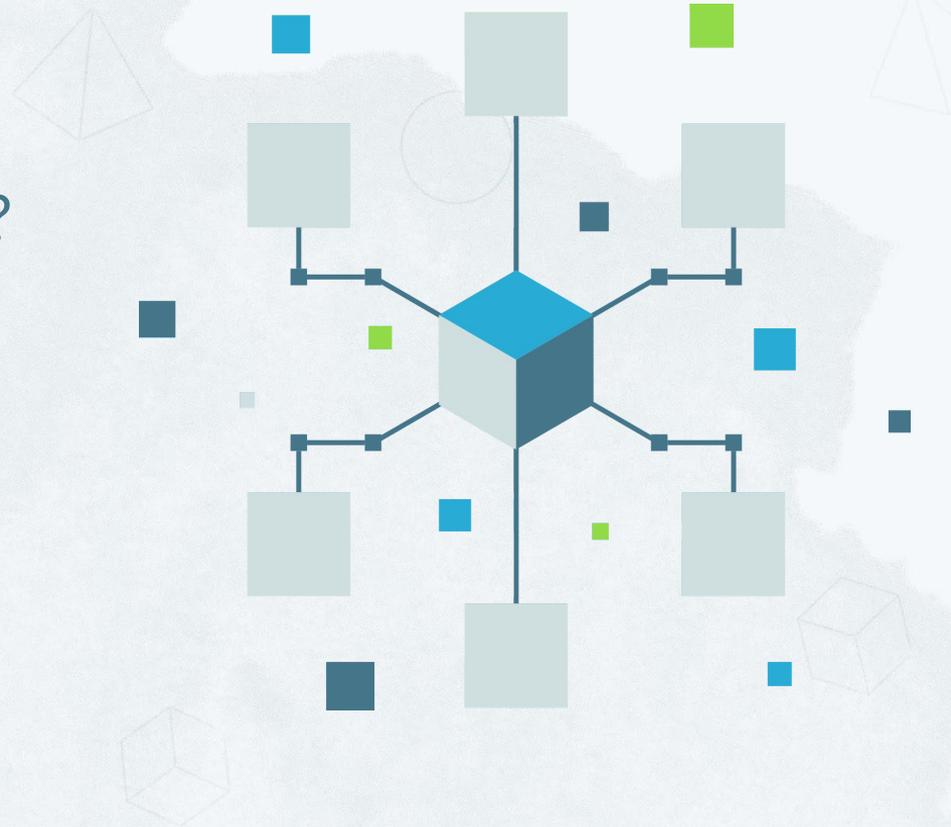
- Is this process working?
- KPIs
- Existential decision making
- Executive audience





Insights

- How does this process work?
- Non-critical analysis
- Iterative decision making
- Practitioner audience





Good reporting

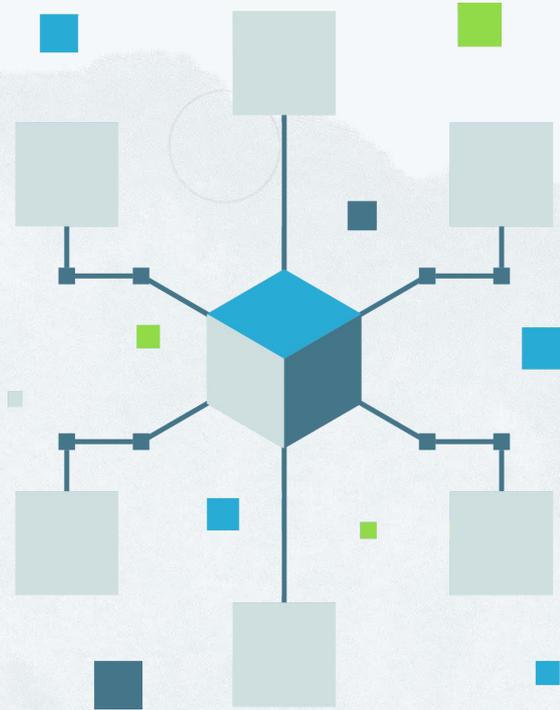
- Validity / alignment
- Predictive accuracy





Good insights

- Internal consistency
- Interpretability





Email efficacy analytics

- Insights-based system:
all events, queryable in order





Email efficacy analytics

- Insights-based system:
all events, queryable in order
- Reporting-based system:
purchases only, last-open attribution



THAT'S IT



That's pretty much it.



Thanks!



John Davies

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Seriously, we're hiring