



How Cratejoy Increased Their Signups by 20X

With Simon Data, Cratejoy was able to understand, leverage, and act on their customer data—in one platform.

The Cratejoy Story

Founded in 2013, Cratejoy's online marketplace platform has two sides: one that enables users to buy curated subscription boxes and one that empowers users to sell their own subscription boxes.

Before Simon

Cratejoy was looking for a simple way to navigate their complex data in order to better understand their customers' lifecycle journeys. Due to an outdated and disjointed marketing infrastructure, a Cratejoy team member would have to download and send information manually to build any campaign. Cratejoy recognized this wasn't a sustainable process and with their marketing underserved by engineering resources, they turned to Simon.

After Simon

After integrating with Simon, the Cratejoy team was able to unify all of their data, segment their users, and send personalized emails based on specific product interests. The Cratejoy team used Simon's journey and event-triggered flows capabilities for a recent marketing campaign targeting on-site gift purchases, resulting in a 20x lift in new account creations.

20x

INCREASE IN NEW ACCOUNTS

The Results

With Simon's Customer Data Platform, Cratejoy was able to unify their data to provide a single customer view and build a seamless, automated marketing workflow so that they could focus their time on delivering meaningful experiences to their customers.

“

Working with Simon has been delightful at every step—they're truly invested in our team's success and understanding our business goals. Tapping into actionable customer data has been a game changer for our marketing program.

”

ERIN KERR | EMAIL MARKETING MANAGER



INDUSTRY
ONLINE MARKETPLACE



LOCATION
AUSTIN, TX



SIZE
5 MILLION CUSTOMERS