



## We are more than CRM.

Symplify gives its customers an Engagement Ecosystem. One stop gives you all the tools an operator needs to identify and act on customer behavior, and manage their journey with you.

## Symplify provides all the tools you need to manage customer engagement.

- Predict Lifetime Value
- Quickly Identify VIPs
- Flag Defecting Customers
- Visualize Customer Lifecycles
- Build Customer Journeys
- Manage Omnichannel Campaigns
- Enable Mass Personalization

## We designed our AI powered tools to do the heavy lifting, so you can stay strategic.

With other solutions, 3 Brands x 4 Lifecycle Stages x 7 Geographies x 12 Value Segments = 1,008 Customer Journeys.

With our drag and drop Journey Builder and Dynamic Content, we can manage all those dimensions in ONE journey.



## Symplify customers are the most data driven in the world.

We built our entire business around the development of an **AI powered marketing solution** that would simplify the lives of real world casino marketing teams.

We let our product, and our customers be the proof.

Today, we are trusted by **thousands**, to communicate with **billions**.

Let us show you how we can help you do more, with far less effort than you imagine.

## We use AI to create your marketing content, and let you focus on refining your message.

Tell us the style and voice you use in messaging and let our AI powered tools create your marketing copy.

Reduce the time and cost associated with finding and licensing image assets. Our generative AI will create those assets for you with a click of a button.