



# Simon Data Migration Guide for Bronto Customers



**End-of-life announcements are stressful.** Even if you were ready for a modern ESP, the idea of making a transition can be daunting. Lean on Simon to ease the transition, and demonstrate what is possible with a modern data-centric ESP. Let's stop building CSVs for every campaign. You don't have time for that.



## Seamless Migration



### **Integrations to ease campaign migration.**

Ease into the process by using both tools side-by-side for message coordination. Bronto customers can use Simon's data layer to create segments, sync lists, and trigger campaigns through Bronto before switching to Simon Mail. Simon's Bronto integration allows for a slow and controlled migration to Simon Mail at a pace that make sense for your team.



### **Migrate Bronto Templates.**

Simon has a fully-featured content suite with a drag-and-drop and HTML-editing capabilities. Enabling the migration of Bronto templates to Simon with just a few clicks. This suite works with any templates created in other tools.



### **IP Warming without campaign interruptions.**

Integration with your data warehouse means we can craft your IP warming based on prior engagement data. Reducing the likelihood of missed campaigns and customer touch points.



### **Flexible Pricing.**

A carefully planned migration can be expensive. Financial considerations shouldn't add pressure to an already disruptive process. Simon will work with you on a thoughtful migration approach without you needing to pay for 2 solutions at once. Take your time to do it right, all without breaking the bank.



### **A Dedicated Success Team.**

Simon has a dedicated client solutions and deliverability team that works with you to onboard you on to Simon Mail. Our onboarding team will work with you to migrate your content, set up sender authentication details, and a customized IP warmup plan based on your current engagement and activity.

## **Simon is the trusted partner that understands both your complex data and sophisticated email needs.**

Our team of client solution managers and deliverability experts is adept at handling ESP migrations to ensure switching to Simon Mail leads to superior deliverability results.

Simon is the trusted partner that understands your data and email needs. We understand that your email and marketing program can be the lifeblood of your business, and we bring that mentality to everything we do. From our product to our services.

**Request a demo today!**

Learn more about Simon Data – give us a shout at [hello@simondata.com](mailto:hello@simondata.com)

[simondata.com](https://simondata.com)