

Data Solutions

EPSILON[®]

Know consumers better
than anyone else and
reach them in all channels



OUR SUITE OF DATA SOLUTIONS PROVIDES:

- More transactional data for marketing purposes than any other company
- An industry-leading consumer file validated by third-party review
- Proprietary survey data with unique information straight from consumers

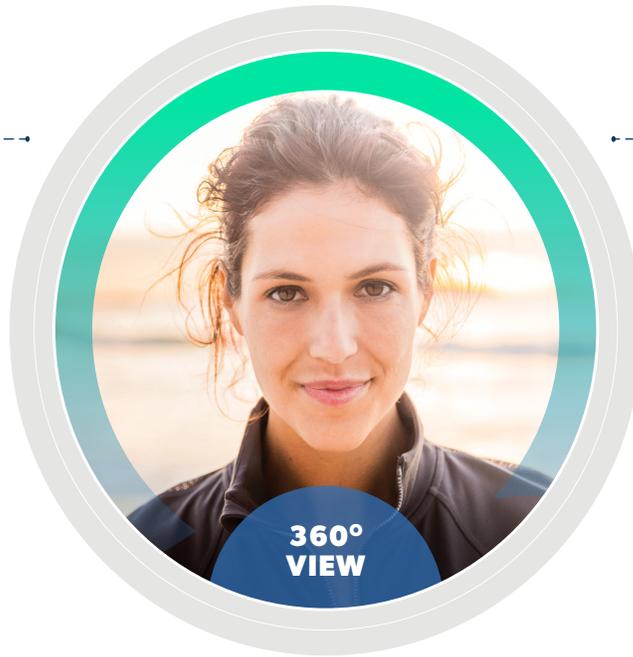
MARKETING HAS BECOME VERY COMPLEX, AND CONVERTING AUDIENCES EVEN TOUGHER

With more information and options than ever before, consumers’ attention is fragmented and their paths to purchase rarely linear, as they consume messages across channels and devices. For marketers, navigating through this landscape can be daunting, let alone orchestrating successful cross-channel campaigns and measuring results.

At Epsilon, we simplify this complexity by delivering the truth through data. Successful, sustainable marketing is rooted in a comprehensive, evolving understanding of your audience. We know consumers—who they are, what they buy and what they care about—better than anyone else. And we can reach consumers in any channel, in the moments that matter most.

WHO SHE IS

-  Demographics
-  Lifestyle & interests
-  Financials
-  Life stage
-  Vehicle ownership



WHAT SHE CARES ABOUT

-  Behaviors
-  Attitudes
-  Preferences

WHAT SHE BUYS

- | | |
|---|--|
|  Automotive |  Media |
|  CPG |  Restaurant |
|  Financial and insurance |  Retail |
|  Healthcare |  Travel |

EPSILON: YOUR TRUSTED ADVISOR FOR OVER 40 YEARS

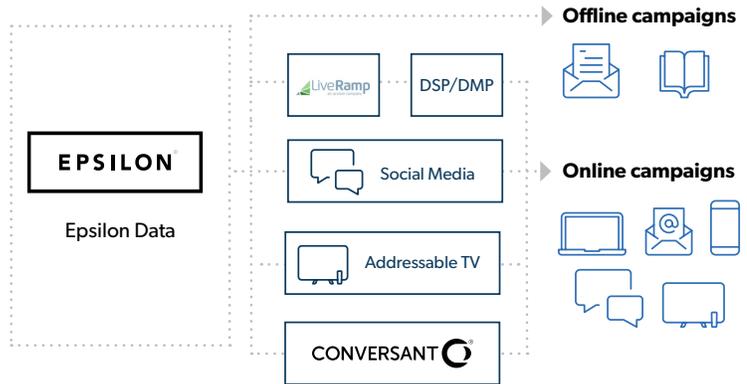
- Our account management teams have deep industry expertise and partner with you to provide vital insights into your business and campaign performance
- The tenure of our account management and support teams translates into operational excellence and reliable delivery
- Our analytics team provides a full range of methodologies from profiling and prospect modeling to segmentation and housefile analytics
- We create thousands of custom models each year to address specific client needs and incorporate machine learning techniques to optimize model performance

LEVERAGE OUR INNOVATIVE DATA SOLUTIONS TO EXPAND YOUR BUSINESS

- Gain 360-degree insight into customers and prospects
- Design the most targeted audiences for your campaigns
- Activate high-performing audiences in any channel or platform
- Orchestrate omnichannel campaigns with relevant, personalized messages to maximize performance
- Measure the impact to continuously evolve and improve

SEAMLESS, COST-EFFECTIVE OMNICHANNEL ACTIVATION

Using the same audience data across channels ensures a consistent, seamless consumer experience and extensive reach. We will work with you to understand your campaign goals and select the best audience to deliver results. Then we can activate that audience in any channel via your preferred platform.



MORE TRANSACTIONAL DATA FOR MARKETING PURPOSES THAN ANY OTHER COMPANY

3,000

members

9.8B

transactions

78

transactions per household

First and largest cooperative database

Our depth of transactional data is rooted in the industry's original and largest cooperative database, which disrupted the list and marketing industry nearly 30 years ago and has been delivering the highest performance ever since. Over 3,000 brands across industries trust us with their purchase data to deliver high-performing prospect audiences and customer insights. Participants have a 97% continuation rate because we consistently exceed their response and ROI targets.

\$2.9T

of consumer spend

131M+

consumers

925+

merchants across 60+
spend subcategories

Competitive spend data

We have exclusive access to a multi-sourced transactional dataset from 925+ merchants capturing \$2.9T of consumer spend actionable at the individual level. Identify and reach your most valuable customers and learn what they spend with you and your top competitors.

90M

households

18,000

stores

850+

audience segments

CPG purchase data

Our transactional suite includes purchase data from 90 million households across 18,000+ drug and grocery stores combined with unique attitudinal purchase motivators. There are 850+ on-demand category and brand audience segments and custom audiences available at the product UPC level.

40M

business contacts

30M

company names and addresses

B2B purchase data

We combine firmographic data with B2B-specific purchase information to deliver high-performing B2B prospect lists. It provides a view into the contacts who make purchases in a firm, how much they spend and what they buy—all complemented by firmographic selects.

2,000+

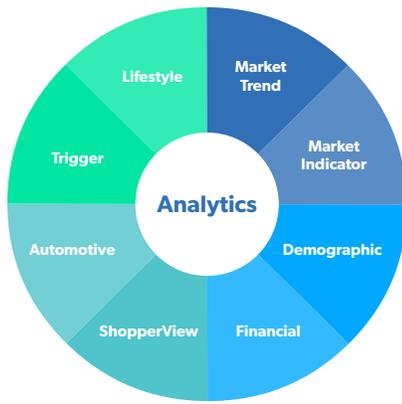
data points

200M

individuals

125M

households



INDUSTRY-LEADING CONSUMER DATA VALIDATED BY THIRD-PARTY REVIEW

Our compiled consumer data source provides coverage of virtually every U.S. household and supplies thousands of data points spanning demographics, lifestyle information, spend behavior and more. Proprietary self-reported consumer data and transactional information are core inputs that make our profiling and modeling capabilities best-in-class. We also offer a robust, proprietary segmentation system and over 300 propensity models to predict specific consumer behaviors.

In a third-party quality audit comparing four main competitors' multi-sourced consumer files on reach, accuracy and predictiveness, we emerged as #1 overall.

“This audit shows that Epsilon has a clear advantage over other data providers when all measurement factors are considered. Epsilon’s unrivaled data accuracy, coverage and performance provide marketers with the best audiences and insights for use across all channels.”

1,000+

data points

20M

households

3M

new survey respondents per year

1.5M

opted-in active email addresses

PROPRIETARY AUDIENCES AND INSIGHTS NO ONE ELSE CAN DELIVER

We own North America’s largest survey database, providing unique, self-reported information directly from consumers. This rich first-party data store includes unique, valuable data such as health conditions and ailments, in-market purchase intentions, shopping preferences and channel behavior.

Survey respondents are an opted-in and highly responsive audience for marketers to reach across channels. We offer real-time lead generation for opt-in acquisition, purchase and continuity offers. We also execute over 60 custom research studies each year, with the ability to activate findings across the entire United States.

Visit or contact us to learn more today

epsilon.com/data
800 309 0505

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