

# IMPROVING EFFICIENCY & EFFECTIVENESS WITH EPSILON DATA AND SERVICES



Faraday

After years of piecing together data and managing a complicated supply chain, this B2C AI platform wanted a change. Faraday partnered with Epsilon and used our data assets to streamline their data sources and improve model validation accuracy by 50%.



## BY THE NUMBERS

**50%**

Increase in model  
validation accuracy

“When we compare Epsilon data to our prior sources, the quality is better, the coverage is higher and the number of attributes are all phenomenal – we’ve never seen anything like it here.”

**Andy Rossmeissl**, CEO, Faraday

# CHALLENGE

Faraday offers an Artificial Intelligence (AI) platform that uses advanced machine learning techniques to help business-to-consumer brands find, convert, engage and retain more customers. Faraday faced two major challenges with their data: simplicity and quality.

Faraday's data supply chain was complicated and they were working with a large number of vendors. Not only was the high number of sources a logistical challenge, but it made it difficult to put context around the data. "It became clear to us that these data vendors were not primary sources. They were relicensing and didn't really know the answers to the tough questions," explains Andy Rossmeissl, CEO of Faraday.

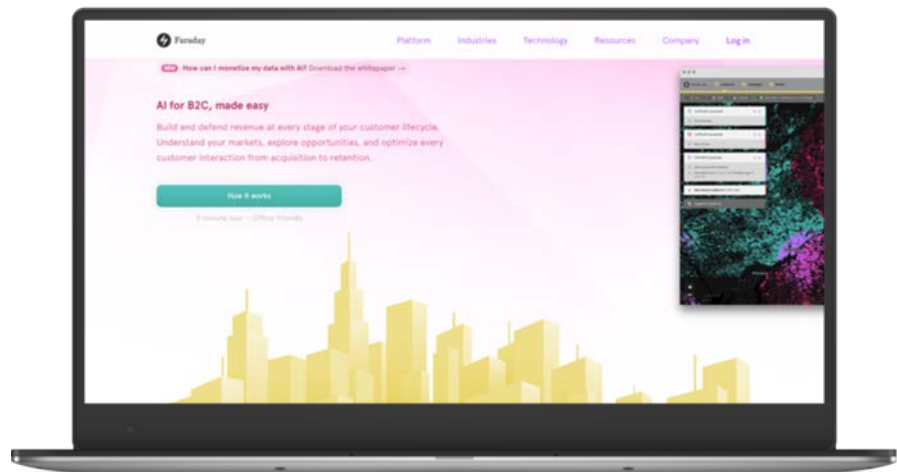
After piecing together data sources for years, Faraday decided to strategically align with a primary partner that would provide the highest quality data and services. "Epsilon was our first choice," says Andy.



# SOLUTION



Following a successful test of multiple Epsilon data attributes, Faraday decided to license our proprietary data assets. We jointly selected a dynamic and robust install of TotalSource Plus®, our industry-leading consumer file, which also included aged snapshots of the file for trend analysis and modeling. Faraday also accessed MarketView™, our exclusive multi-sourced transactional dataset and SelecTrac, our forward and reverse phone and email append service. These data offerings provided Faraday with the expansive and accurate data they needed along with the ease of working with one trusted partner.



# RESULTS

## BY THE NUMBERS



**50%**

in model validation accuracy

Faraday's consultative partnership with Epsilon has driven significant improvements to their business performance. According to Andy, "When we compare Epsilon data to our prior sources, the quality is better, the coverage is higher and the number of attributes are all phenomenal – we've never seen anything like it here." Faraday has experienced a 50% increase in model validation accuracy since migrating to Epsilon, contributing to happier clients, better retention and an overall lift in their business.

Client service is an equally important metric to Faraday, and the relationship with Epsilon has exceeded their expectations. "When we have issues, we contact Epsilon and always get an incredibly coherent, thorough, respectful reply. It's an unusual level of service," says Andy. He continues, "When you work in this world for so many years, you start to get cynical – working with Epsilon is a breath of fresh air, transparency and professionalism."