

# Data Solutions

EPSILON<sup>®</sup>

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



2,000+

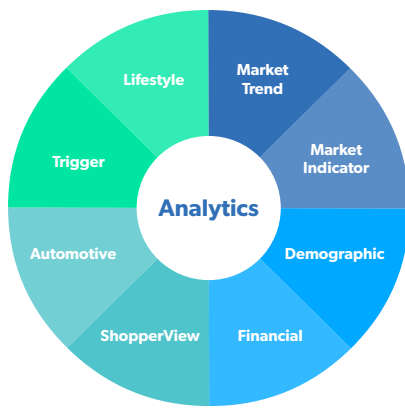
data points

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