

DATAiNTELLIGENCE

EPSILON AS ID RESOLUTION

Brings **VALUE** from earned media.



WHAT IS IT?

Epsilon stands as a technology solution for debated topics as:

- Cookie deprecation (Single Customer View);
- Personalization 1:1;
- Business incrementality;
- Data Monetization (1st Party Data);

WHY WOULD YOU NEED IT?

Today Epsilon has a portfolio of integrated modules, that can be use based on a specific need.

With Epsilon is uncomplicated to:

- Activate Addressable IDs (not cookies or mobile IDs);
- Integrate different sets of data under the same roof;
- Re-engage with lapsed customers;
- Optimize marketing tactics towards a business goal;

OUTCOMES

Operating as an:

- ID Resolution – incremental sales or up-selling – are common trackable assignments.
- Messaging platform – increase app downloads or newsletter sign-ups.
- Integration – data monetization of loyalty cards.



OUTSMART RATHER THAN OUTSPEND: DOMINO'S GENERATE £1M+ IN PERSONALISED DISPLAY TRIAL.



CASE STUDY

£1.3m

Generated in Incremental Revenue

10:1▲

Incremental return
on ad spend (iROAS)

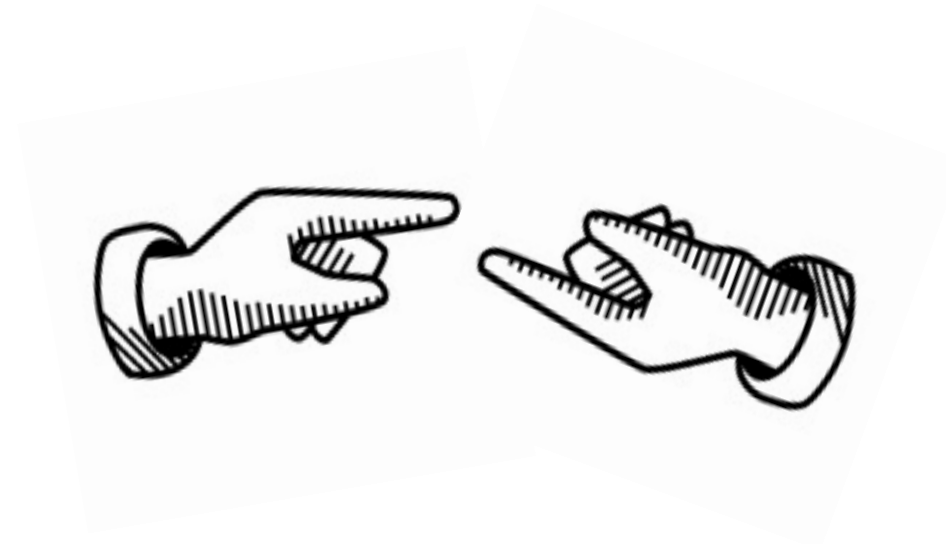
3.1m▲

People reached

£113k

Investment

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