



2025

A horizontal bar with a gradient from orange to yellow, positioned below the year "2025".

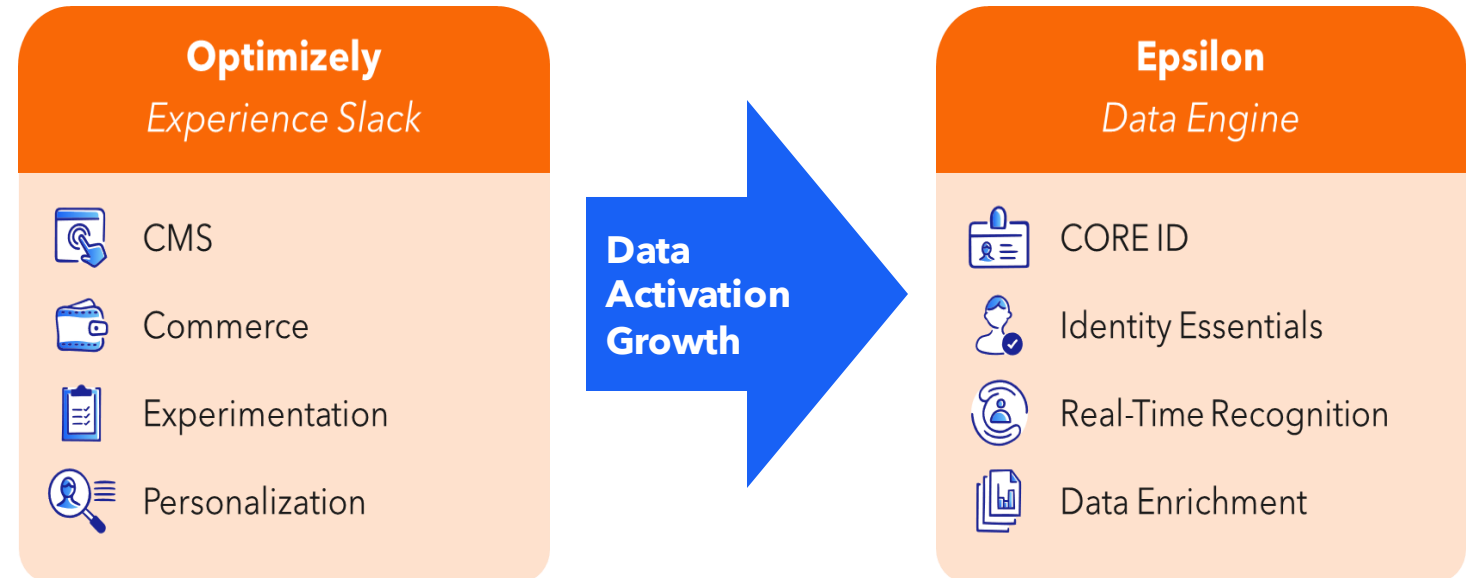
Epsilon + Optimizely Partnership Overview

Enhancing the power of personalization

Our Partnership

- **Why:**
 - Personalization
 - Complimentary
- **How:**
 - Marketplace
 - Data focused
- **What:**
 - Partnership levers
 - Revenue Driven Outcomes

Optimizely Marketplace



Sell Through Partnership: Educate - Enable - Grow Together



Optimizely:

The problem we're solving for:

- We need this data
- We don't have 1st party
- To enable hyper-personalized campaigns

Epsilon:

Provides data for the personalization of known and unknown individuals where there is no 1P data or 1P data is thin

Epsilon + Optimizely for Clients

3rd Party Data Driven - Opti Web/Feature Exp, ODP

Increased Value Realization

Improve value realization from existing Optimizely Experimentation Tools

Increase Revenue

Increase revenue by running more experimentation for both known/unknown visitors and upgrading clients

Enable Broader Martech & Adtech Use Cases

Provide more holistic solutions to encompass broader use cases including Paid Media

Client Profile

- Wants to see more upside from personalization efforts
- Struggling to collect meaningful 1P data
- Wants actionable insights
- Looking for a “quick win”
- Opti churn risk
- Wants to bolster their client insights
- Wants to synchronize campaign execution and audiences across paid and owned media channels



Meaningful Revenue Impact for Optimizely Sales and Client Leads!

Retire Quota

Net new wins – differentiate from competitors.

Renewals

Existing Customer – Value-add to drive renewals with Epsilon Data.

Upsell

Encourage existing customers to buy higher tier licenses with Epsilon add-on.

Incentivization

Additional revenue of 10% from Epsilon solutions sell-through/Opti Marketplace.

Use cases focusing on acquiring net new clients, driving renewals for existing clients and increasing Opti revenue through upselling license tiers and incentivization.



Multiple solutions for delivering data according to clients needs

To accommodate client's business requirements, limitations and technical constraints, Epsilon's data is made available through multiple products:

- **RTR:** Real-Time Recognition. Delivers insights directly into the browser for use by Opti Personalization tools. 800+ real-time attributes available for up to 30% of US traffic
- **Identity Essentials:** Durable Identity. The ability to consistently recognize an individual across owned and 300+ paid media channels for improved targeting, personalization, measurement and activation.
- **TSP Data:** TotalSource Plus. A flat file of U.S. consumers that can be loaded to any datastore to enrich existing 1P data for subsequent segmentation, targeting, and analytics.

Custom models can also be created and layered into each of the above where there are specific needs



Problems Epsilon's data solutions solve for

1. Many brands have a **CDP** but only capture **narrow first-party data** (transactions, logins, email clicks). This limits segmentation and personalization power.
 - By enriching CDP profiles with Epsilon's **3P demographic, lifestyle, and intent attributes**, marketers can **broaden their audience understanding** and unlock richer segmentation so every downstream channel (email, mobile, web personalization, media) becomes more effective



Problems Epsilon's data solutions solve for

2. Brands often face the problem of visitors engaging across devices, browsers, and sessions creating **anonymous or fragmented identities** .
 - Epsilon Identity Essentials resolves users in real time across devices and browsers, enabling personalization even when first-party identifiers (cookies, logins) are unavailable allowing the brand to recognize repeat visits and **tailor offers without waiting for login**.
 - In addition Identity Essentials **resolves identity across paid media** optimizing paid media campaigns **and reducing wasted impressions across open web environments**



Problems Epsilon's data solutions solve for

Even when identity is resolved, many **personalization engines lack rich attributes in the moment** to inform decisions.

- Epsilon RTR delivers **3P demographic, lifestyle, and intent data instantly** in-browser so personalization engines can adjust experiences on the fly





Epsilon Overview

Experience, breadth & depth across industries



Top ranked

in identity, CDP, demand-side platforms, retail media, clean room, email and loyalty platforms



50+ years

of proven results since 1969



41

offices worldwide



Leader

in consumer privacy, with a track record of managing consumer data in a compliant way



10,000

employees, including 800+ data scientists



14 years

average tenure of top 50 clients

Rocket & Nissan Logos

Our clients





OCTOBER 2024



Epsilon Data

Enhance personalization with data

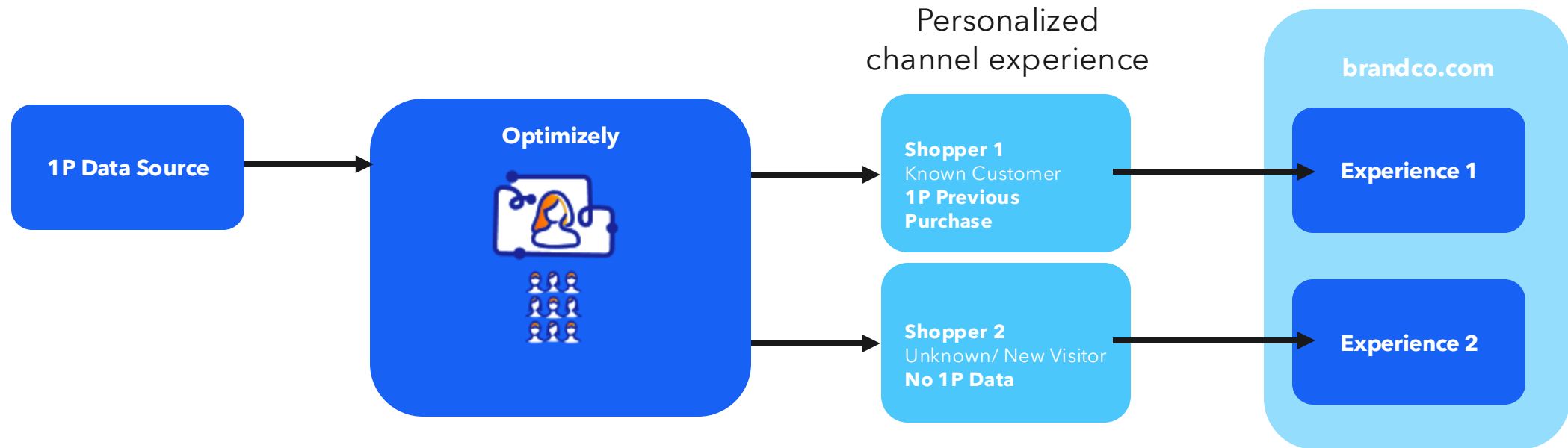
The most accurate and comprehensive consumer data, trusted by Fortune 500 brands to power personalization at scale.

Transactional				Demographic		Psychographic	
120M+ households	\$1T on household spend	159M consumers	\$3.4T in consumer spend	250M individuals	2,000+ data attributes	15M households	1,000+ data attributes
Co-operative transactional data - The industry's original cooperative purchase database 100K custom models annually - Uses proprietary machine learning models		Credit and debit card transactional data¹ 2 years of merchant and category purchase data covering number of purchases and spend by quarter 1,300+ merchants 60+ spend categories 56B transactions		#1 U.S. demographic marketing data² Ethically compiled from 30+ source types 		Largest single-sourced, opt-in survey 15M households - Largest single sourced, self-reported, opt-in survey database - Ailments, ethnicity, brand use, financial, lifestyle, media usage and more ~2M new respondents per year 1M opt-in active email addresses	

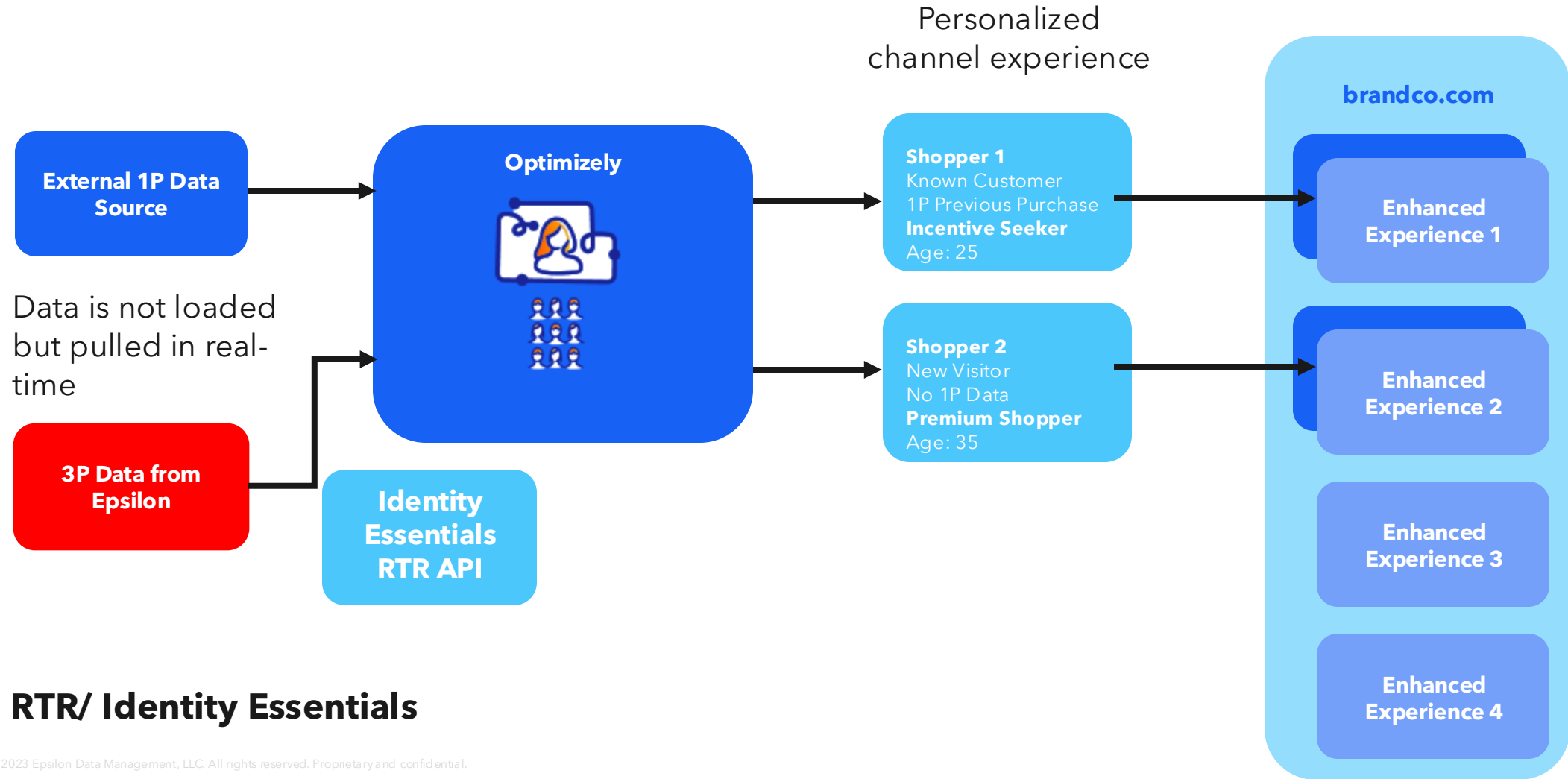
 1 - Data is comprised of both deterministic and probabilistic data.
2 - 3rd party audit.

Optimizely

How the process works (without Epsilon)...



Optimizely + Epsilon Data Delivers improved and enhanced personalization Directly to Optimizely Platform



RTR/ Identity Essentials

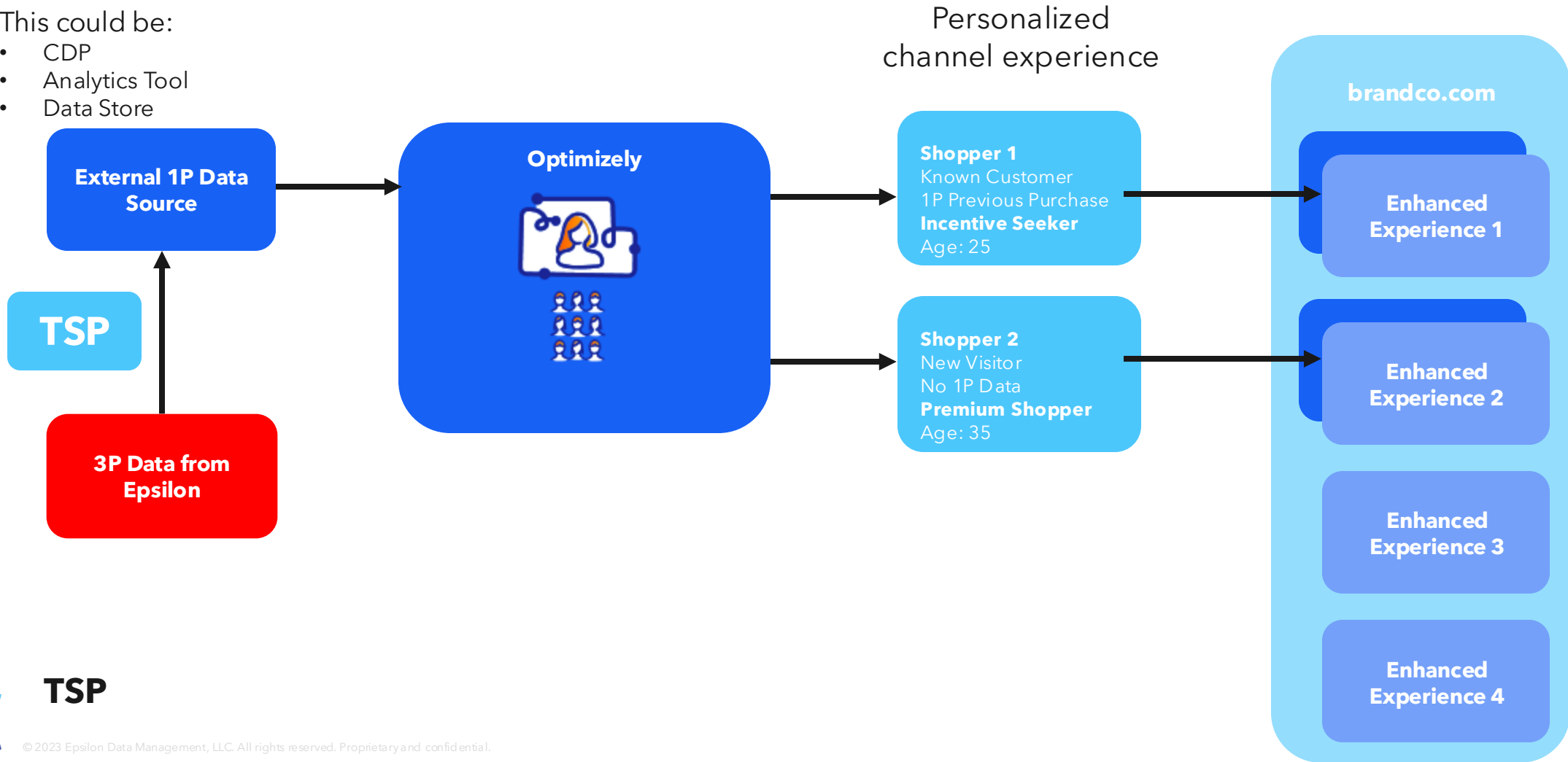
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Optimizely + Epsilon Data - Via CDP to Optimizely Platform

Delivers improved and enhanced personalization

This could be:

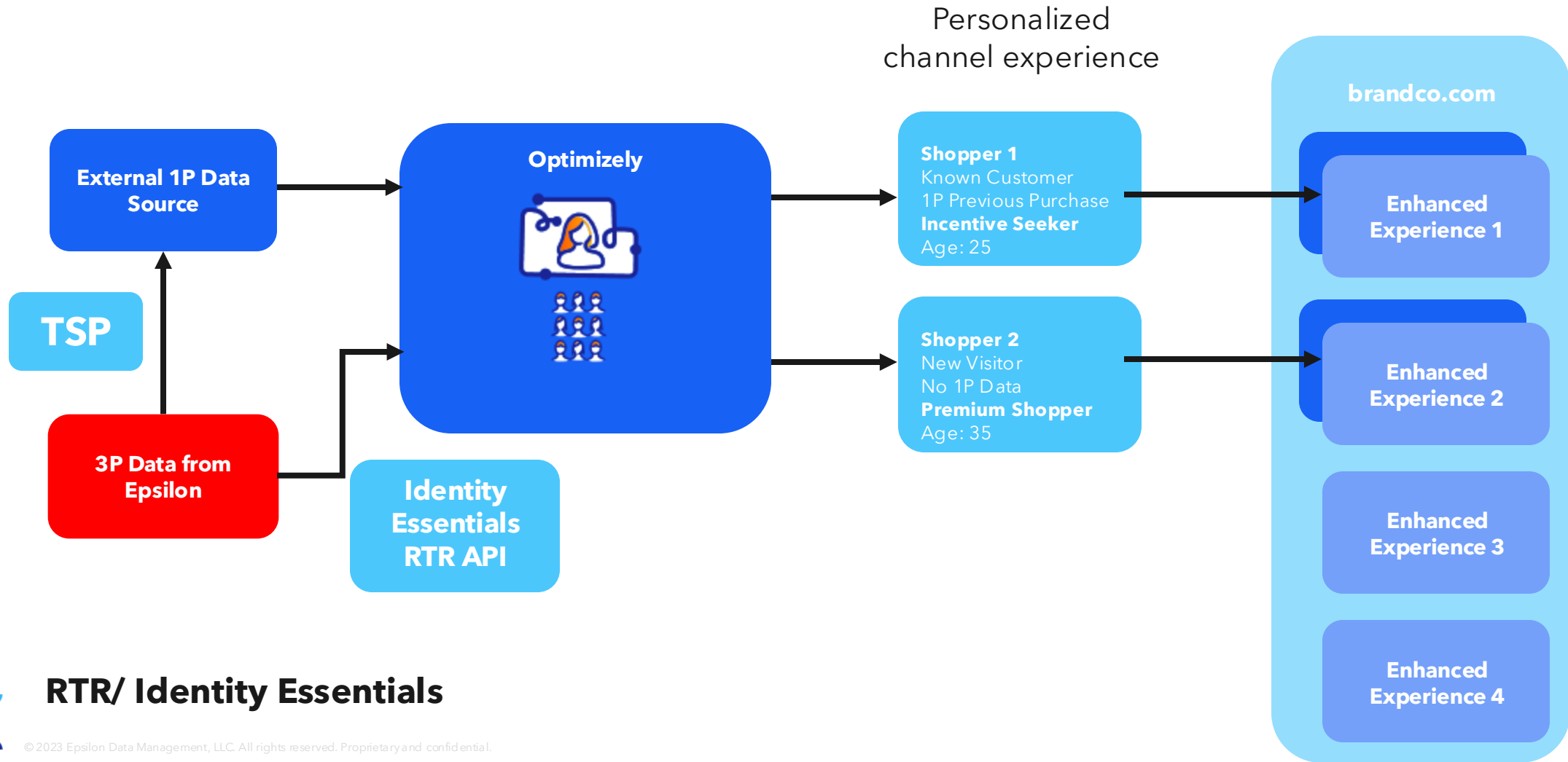
- CDP
- Analytics Tool
- Data Store



TSP

Optimizely + Epsilon Data Hybrid

Directly to Optimizely Platform



RTR/ Identity Essentials

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Optimizely + Epsilon Data Solution Scenarios

Package	What you get	Primary use cases	Best fit	Pilot	Pricing Estimates
A. RTR only	Real-Time Recognition (RTR) 3P attributes for onsite/ app personalization for anonymous and known customers	Personalize experiences for known & unknown visitors onsite/ app using 3P attributes in real-time	Rapid deployment, ideal for POCs. Faster time to value. Works with/ without CDP	Deploy with Web/ Feature Exp with RTR API ~6 week Pilot.	\$50K-\$150K
B. RTR + TSP Data*	RTR + TSP enrichment ; extend personalization across channels by loading data to CDP/ Datastore	Enrich existing profiles and build prospecting audiences with precise insights for omni-channel execution	Higher data maturity where client has CDP/ Cleanroom/ Datastore and larger 1P datasets	Start with RTR and extend data into client CDP/ Datastore /Cleanroom for prospecting, insights, audiences and omni channel activation ~2 month Pilot.	\$50K-\$300K
C. RTR + Identity Essentials	RTR + Identity Essentials (Identity resolution across devices and channels) + activation to 300+ paid media channels	Enrich profiles and resolve identity, to build & activate audiences	Higher data maturity where client where client also wants better activation across paid media channels	Activate client 1P audiences across paid media destinations 3-month Pilot.	\$50K-\$150K



* = TSP Data can be a solution on its' own.

Optimizely Strategic Account Matrix

Rich Cockshott - Vice President, Strategic Sales

Account Owner	Account Name	Account Challenges	Current Install (Opti)	Epsilon Solution (Package)	Value Proposition	Pilot
Conor Leary	Yamaha Motor Corporation		CMP; Configured Commerce; Web Exp	B	Effective Campaigns	YES
	Bank of Hawaii		CMP; Web Exp	A	Personalization	YES
	Farmers Group		CMP; Web Exp	B	Effective Campaigns	
	Nintendo of America Inc.		CMP; Web Exp	C	Omni-channel Activation	
Cuneyt Uysal	Ford Motor Credit Company LLC		CMP; Configured Commerce; Web Exp	B	Effective Campaigns	YES
	VF Corporation		CMP; Configured Commerce; Web Exp	A	Personalization	YES
	American Express Company (AMEX)		CMP; Web Exp	C	Omni-channel Activation	
	Sonic Automotive, Inc.		CMP; Configured Commerce; Web Exp	A	Personalization	
Matthew E. Payne	State Farm Mutual Auto Insurance Company		CMP; Configured Commerce; Web Exp	B	Effective Campaigns	YES
	Soul Cycle LLC.		Web Exp; Feature Exp	A	Personalization	YES
			CMP; Configured Commerce; Web Exp; Feature Exp	C	Omni-channel Activation	
	Equinox Holdings, Inc.					
	CBS Interactive Inc.		CMP; Web Exp; Feature Exp	B	Effective Campaigns	



RTR Sales Scenario - Path to Pilot

Identify Clients

Pilot test use cases leveraging RTR API for 1-3 clients across retail, travel or QSR verticals

- Client Account Mapping
- Account Prioritization
- Solution Overview
- Industry Use Cases

Assess Interest

Opti Sales/Account lead: assess client use cases and interest in RTR

- Confirm Use Cases
- Objectives
- Stakeholder engagement

Close Deal

Integrate API with Optimizely Personalize and A/B Testing to test performance of RTR driven audience's vs control

- Data & Content
- KPIs
- Contract

Conduct Pilot

Showcase ability to help clients improve their targeting using a combination of Epsilon identity and data plus Optimizely's best in class audience targeting and testing platform

- Length: 3 months
- Up to 50M Profiles and 50M site visits
- Pricing: \$50K per client

Demonstrate Value

- Client: Sees lift in performance utilizing Epsilon RTR, Identity, Data.
- Optimizely: Sells higher tier licenses and strengthens position at client.
- Epsilon: Data and Identity sales revenue and preferred Data vendor.



High Level Use Cases

Industry	Topic	Use Case
All	Site Visitor Recognition	Have low authentication rates, want visibility into the identities of visitors on my website and app, to personalize experiences and reduce missed opportunities.
All	Site Visitor Recognition	I want to effectively personalize the website experience to drive engagement and conversions among both customers and prospects.
All	Activation	I want an efficient way to unify my first-party customer audiences and activate them across paid media partner platforms.
All	Activation	I want identity integration across all my media platforms to activate audiences and reaching more people for effective media campaigns.
T&H	Customer Identity	I want to target customers with tailored packages based on their demographic and intent attributes.
CPG	Customer Identity	Growing first-party data assets, CPG brands wanting to improve the quality of their offline data to more effectively recognize their consumers across online and offline channels.
QSR	Customer Data Hygiene	Incomplete, incorrect, and stale customer data, and gaps in activation and measurement capabilities.
Retail	Customer Data Hygiene	Minimize waste and increase effectiveness of marketing with customer data de-duplication and enrichment.
All	Measurement	Effective measurement with more accurate view of customer engagement.



Pilot Launch Process

Package	Pilot	Duration	Cost
Package A	Integrate API with Optimizely Personalize and A/B Testing Product to test performance of RTR driven audience's vs control	2 Months	\$50K - \$150K/Client
Package B	Integrated TSP Data into Client CDP/Data Warehouse/Cleanroom to prospect, personalize and measure omni-channel campaigns.	3 Months	\$50K - \$300K/Client
Package C	Create an integrated workflow that enables the client to define an audience for targeting in their data warehouse or via Optimizely and then push them to the Epsilon Activation service	3 Months	\$50K - \$150K/Client



ASKs

- Reach out when you're:
 - working with an existing client who wants to realize more value from existing Opti investment
 - selling to a new client who's asking how Optimizely can improve personalization beyond competitors
 - wanting to personalize across channels
 - wanting to solve for paid media challenges



Identity Essentials - Metrics

- Talk to people, not devices: Reduce duplicate profiles by **25%** and eliminate waste by **50%** across campaigns
- Enrich profiles with exclusive data: Increase match rates by **5x** and improve targeting with contact, demographic, behavioral and lifestyle data about your consumers
- Increase reach on digital channels: Reach **2-3x** more customers with an integrated identity solution to maximize media performance
- Personalize your website in real-time: Increase site recognition rates by **3-5x** and deliver personalized experiences to drive more in-session





Appendix

Optimizely:

The problem we're solving for:

- We need this data
- We don't have 1st party
- To enable hyper-personalized campaigns

Epsilon:

Gives Optimizely customers enriched personalization through 1st Party Data

Epsilon + Optimizely for Clients

3rd Party Data Driven - Opti Web/Feature Exp, ODP

Increased Value Realization

Improve value realization from existing Optimizely Experimentation Tools

Increase Revenue

Increase revenue by running more experimentation for both known/unknown visitors and upgrading clients

Enable Broader Martech & Adtech Use Cases

Provide more holistic solutions to encompass broader use cases including Paid Media

Client Profile

- SMB to Mid-market
- Initial customer data
- Low data maturity
- Mid-market
- Managed customer data
- Mid maturity
- Enterprise
- Large customer data file (CDP, Data Warehouse, Cleanroom)
- Higher maturity





Identity Essentials, RTR

Epsilon + Optimizely for Clients

3rd Party Data Driven - Opti Web/Feature Exp, ODP

Customer Acquisition

Improve customer acquisition and campaign performance measurement with 3rd Party Data

Increase Revenue

Increase revenue through through better personalization for both known/unknown visitors

Effective Campaign Performance

Precise activation, targeting and measurement of customers and prospects through enriched profiles

Client Profile

- SMB to Mid-market
- Initial customer data
- Low data maturity
- Mid-market
- Managed customer data
- Mid maturity
- Enterprise
- Large customer data file (CDP, Data Warehouse, Cleanroom)
- Higher maturity



Identity Resolution + Real-time Recognition & Data + Activation

Resolution & Hygiene

- Aligns individuals to CORE ID
- Resolves PII to Individual and Household
- Hygiene on PII
- **Outcome:** Enables more efficient marketing across channels to deduplicated and more addressable profiles

Real-time Recognition & Data

- Enables real-time recognition of website visitors
- Supplies over 600 Demographic and lifestyle attributes
- **Outcome:** Provides incremental personalization opportunities for unrecognized customers and prospects, driving more 1st time signups, transactions or next purchase

Activation

- Enables more accurate reach of targeted customer audiences in paid media partner platforms
- **Outcome:** Starting with a single view of the customers you want to target while simplifying activation those people into your partners of choice

25% Reduction in duplicate records reducing messaging cost

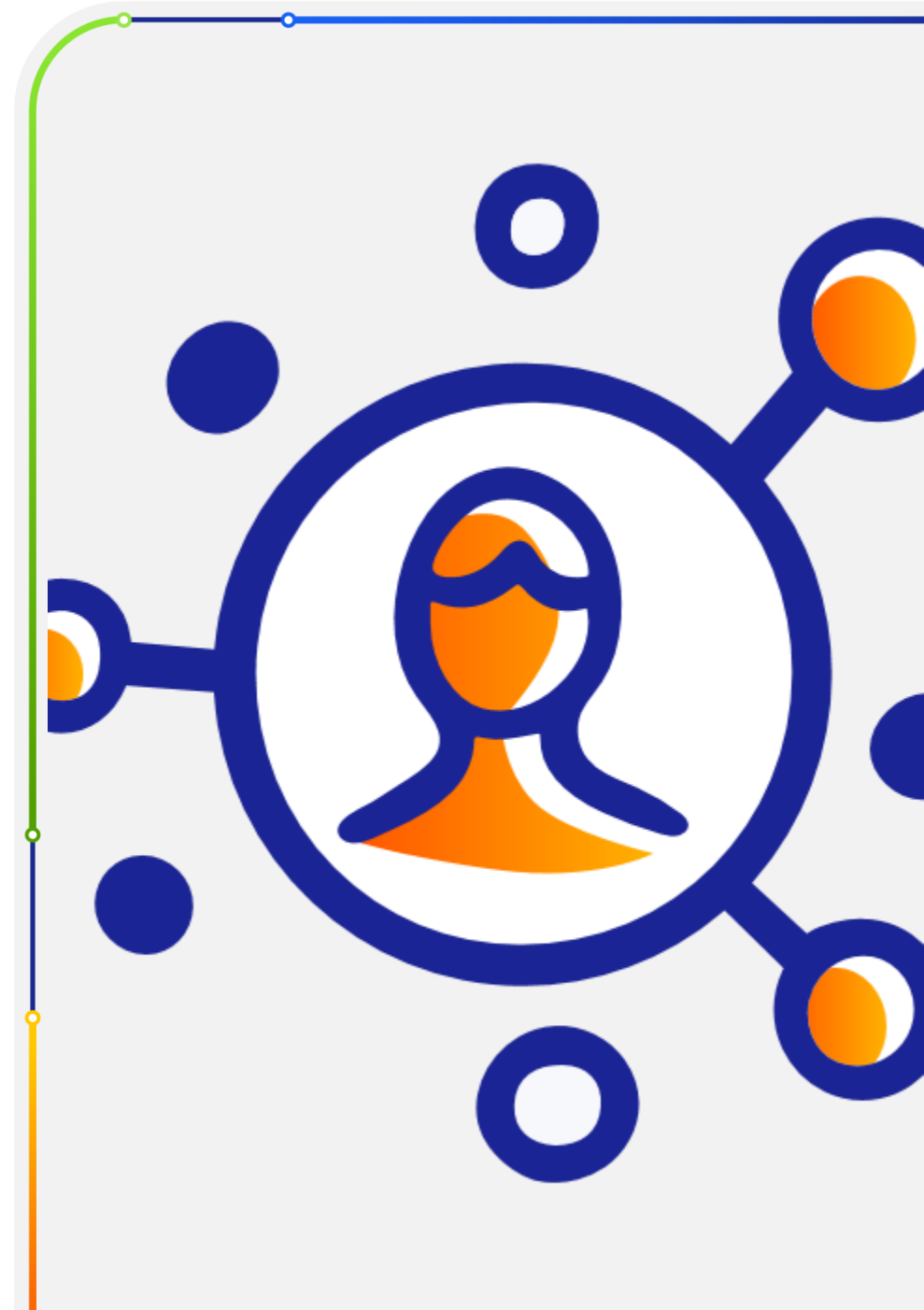
3-5X Increase in personalization opportunity

300+ partner destinations to efficiently activate data



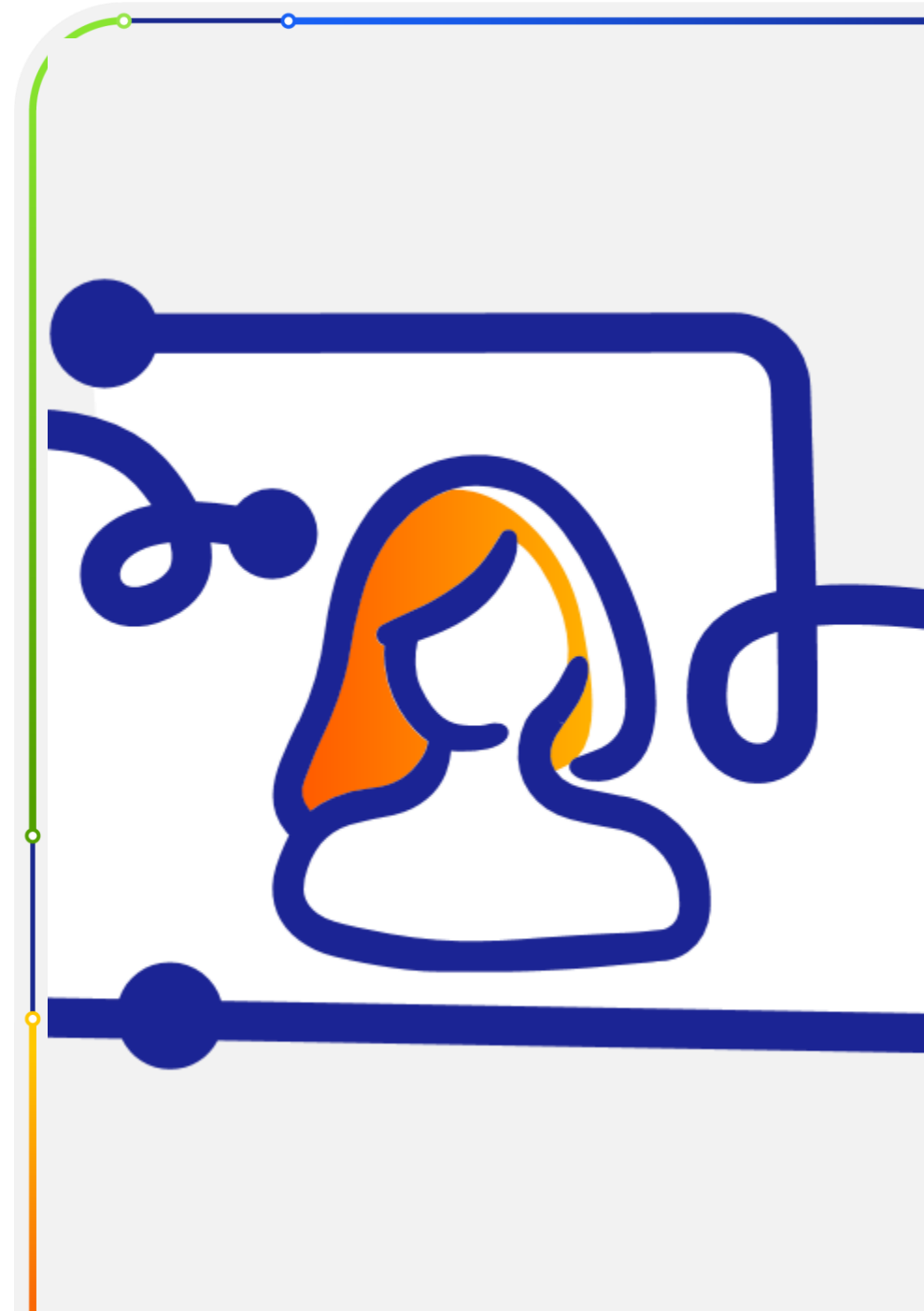
Resolution & Hygiene

- **What is it?**
 - 1P PII Identity Resolution & Onboarding capability
 - Provides a persistent view of Individuals and Households in a marketing database
 - > Assigns and passes back identifiers for client use
 - Applies terrestrial hygiene to improve addressability and quality of data
 - Includes postal address hygiene (CASS/NCOA, Address Corrections)
 - Suppression flags for Do not mail, call, deceased, etc
- **Integration**
 - Available in batch file exchange processing (S3) or via API
 - Input into Resolution & Hygiene process consists of:
 - Customer ID / Profile ID
 - Full Name
 - Postal Address
 - Email
 - Phone



Real-time Recognition & Data

- **What is it?**
 - Digital Identity API service that enables real-time recognition
 - Provides a customer ID & up to 600 attributes on matched customer visits
 - > IDs and/or Data attributes are designed to connect to Optimizely personalization apps to render the offer, content, experience to visitors
 - Supports recognition of non-logged in and logged in visitors
 - Daily feed of matched customer visits also available with browsing history
- **Integration**
 - API is a server to server-based call
 - 1PC integration required to establish ID space on websites and to use as match input into API for unknown users
 - Other available identifiers to match on via API include:
 - Hashed email
 - IP Address
 - Customer ID



Activation

- **What is it?**
 - Identity service that onboards 1P PII and matches the people IDs into paid media partner destinations
 - Provides flexible distribution into 300+ partner platforms for seamless media campaigning with your trusted partners
 - Unifies 1P PII profiles, create a more accurate view of people-based audiences and translates those people IDs into 3P ID Spaces
- **Integration**
 - Batch file API
 - Requires 2 files per audience
 - Audience file consisting of customer IDs
 - Manifest file consisting of instructions on how to active the file
 - > Audience name
 - > Audience use case (media targeting, suppression)
 - > Destinations (Facebook, Google, Yahoo, etc)
 - Requires acct level destination access to ensure we can deliver the audiences to your partner platform seats



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TotalSource Plus[®] Consumer Data

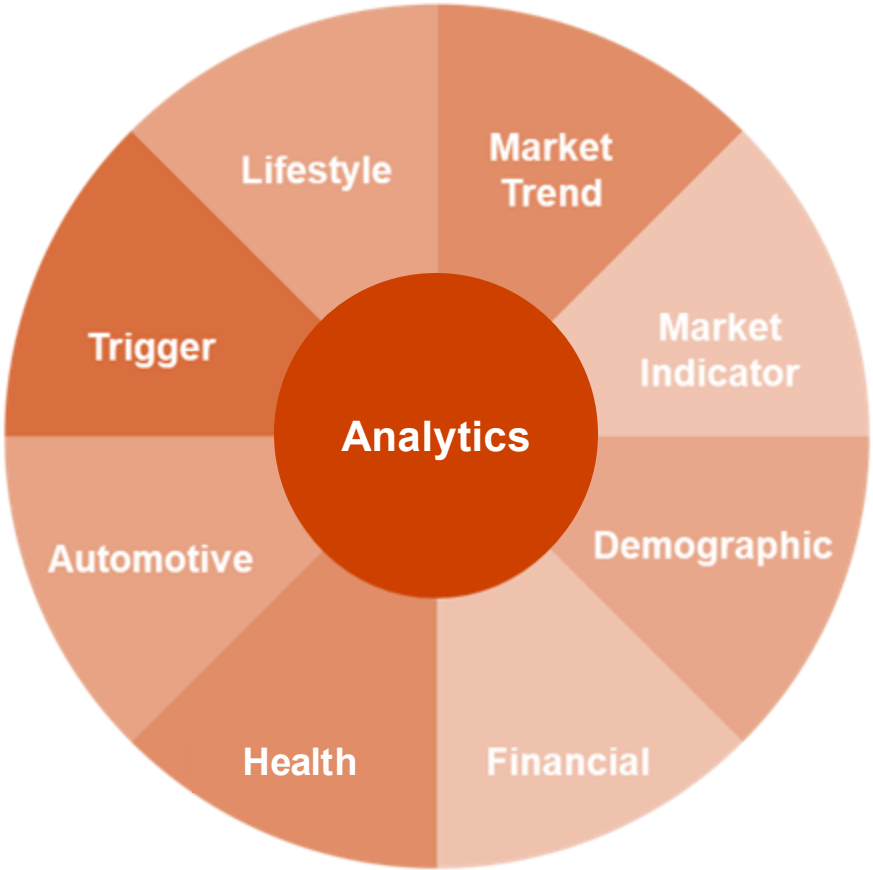
Gain a deeper understanding of consumers

and then connect with them across all channels.

TotalSource Plus® is a national consumer database with extensive insights on demographics, lifestyles and interests, purchase history, vehicle information and more. It enables you to reach your best customers and prospects based on a portrait of who they are and how they spend their time and money.



TotalSource Plus[®] at a glance



30+
sources



200MM
consumers



125MM
households



8
dimensions of data



TotalSource Plus[®] data sources



Age

- Product registrations
- Survey
- Voter registrations
- Licenses (hunting, fishing, etc.)



Children

- Product registrations
- Survey
- Magazine subscriptions
- Children's purchases



Ethnicity

- A description of ethnic background based upon given name, surname, and geography



Demographics

- Surveys
- Property records



Credit card

- Surveys
- Purchase transactions



Auto

- Auto warranties
- Service histories
- Survey



Lifestyles

- Survey
- Magazine subscriptions
- Retail transactions
- Catalog purchases



Triggers

- Actual events
- Change in household value since last file build

Building TotalSource Plus®

Raw data



Compilation



TotalSource Plus®



65 billion records processed annually from 30+ sources

- Directory assistance/phone
- County assessor/deed info
- Voter registration
- Product registration data
- U.S. Census statistics
- Children's age data
- Financial data
- Mail response coding
- Questionnaire data
- Mail order buyer data
- U.S. postal service info
- Deceased file
- And more

95% of records have > 1 source

87% of records have > 4 sources

Hygiene



Business Rules



Analytics



Aggregation

Fresh, validated consumer data across eight dimensions



Financial



Demographic



Lifestyle



Trigger



Market Indicator



Market Trend



Automotive



Healthcare

8 dimensions of consumer data for unparalleled insights



Demographics

An in-depth view of the household makeup



Financials

A holistic view of your consumer's income, credit, debt and assets



Market Indicators

Unique perceptions into the purchase activity of a household



Automotive

The ability to refine your audience by vehicle information



Lifestyles

A deeper understanding of your consumer's interests



Triggers

Time-sensitive insights into the life stages of your consumers



Market Trends

600+ propensity models to predict consumer purchase behavior



Health

Unique wellness and health related information

Opti + Identity Essentials Activation

- Identity Essentials complements Optimizely.
- Identity Essentials provides flexible distribution into 300+ partner platforms for seamless media campaigning with your trusted partners
- Unifies 1P PII profiles, create a more accurate view of people-based audiences and translates those people IDs into 3P ID Spaces



 Thank you

Epsilon Identity Essentials + TSP Data (Optimizely)

	Package A [RTR only]	Package B [TSP Data + RTR]	Package C [RTR + Identity Essentials]
Package	RTR for customer attributes	TSP Data + RTR	Identity Essentials + RTR
Pricing	\$50K - \$150K	\$50K - \$300K	\$50K - \$150K
Description	Real time customer attributes for online personalization	- Real time customer attributes for online personalization - Identity resolution and enrichment 3rd Party Data	- Real-time customer attributes for online personalization - Identity resolution and enrichment - Activate audiences
Use Cases	Opti. tools can personalize known and unknown user experiences leveraging RTR attributes.	- Online personalization for known and unknown users - Insights-enriched consumer profiles 3rd Party Data prospecting, insights, precise audiences and attribution.	- Online personalization for known and unknown users - Identity resolution and enrichment - Activate audiences to 300+ channels
Optimizely Product Affinity	- Optimizely Web Experimentation - Feature Experimentation.	- Optimizely Web Experimentation - Feature Experimentation - Opti ODP - CDP, Cleanroom, Data Warehouse	- Optimizely Web Exp, Feature Exp. - Opti ODP
Customer Profile	- SMB to Mid-market - Smaller customer dataset - Low data maturity	- Enterprise - Large customer data file - Higher maturity	- Mid-market - Managed customer data - Mid maturity
Value Prop	- Online personalization - Saving of marketing spend through recognition of non-logged-in customers - Customer browsing history	- Online personalization - Insights-enriched consumer profiles - Prospecting, insights, precise audiences and attribution - Omni-channel personalization with TSP Data	- Online personalization - Identity resolution and enrichment - Activation to 300+ channels



a) Basic Client ROI Model

Item	
Estimated Client Revenue/ Yr	\$1B
Online Revenue as a % of total	10%
Total Online Revenue	\$100M
Estimated Performance Improvement with RTR	1%
Incremental Online Revenue estimate with RTR	\$1M



Clients



BANK OF AMERICA



Brighthouse
FINANCIAL®



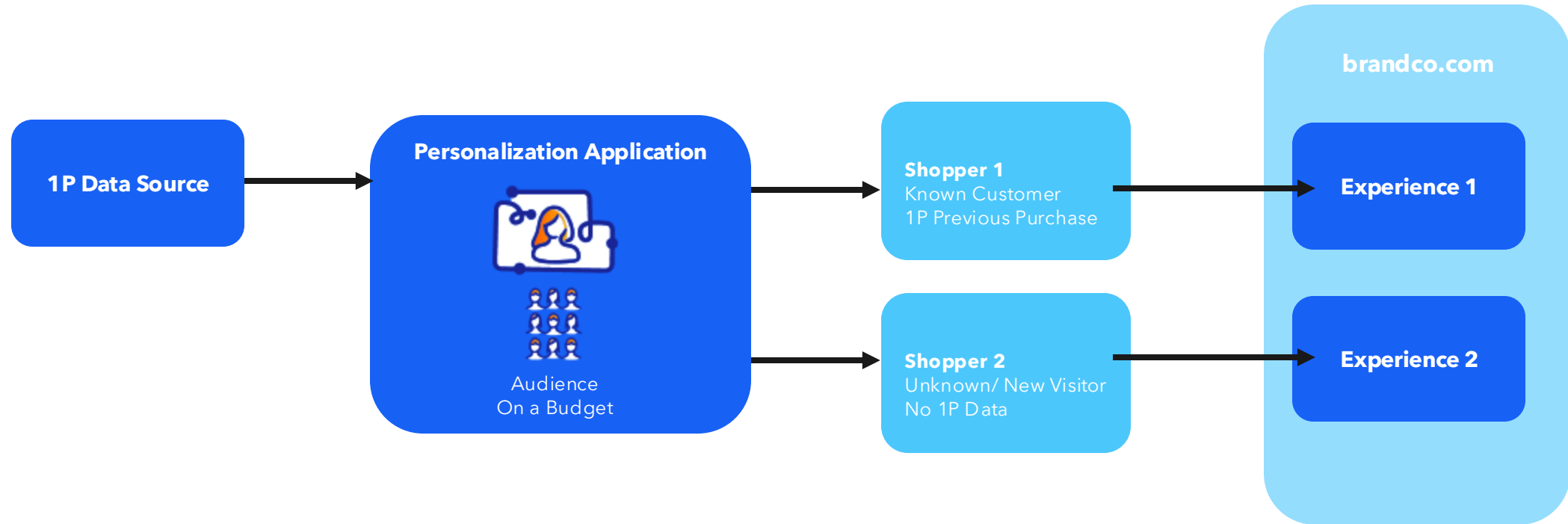
c) What's in it for Optimizely

1. **Differentiator:** In a highly competitive market (enhanced 3P data use cases are nascent): Richer signal improves outcomes. Better outcomes raise Adobe's value, growing overall Target ARR.
2. **Client Retention/ Value Realization:** Integrating RTR unlocks new personalization opportunities with new data sets, reinvigorating client usage and helping Adobe Target client retention.
3. **Upsell:** ~800 new attributes enable advanced personalization (Automated Personalization, Auto-Target, Recommendations), delivering lift that justifies upgrading to Target Premium and adding modules.
4. **Expand usage:** RTR expands addressable traffic (including unknown visitors), enabling Target on more pages/brands/apps; with traffic/coverage-based licensing, this typically drives higher renewals.
5. **Cross sell:** complimentary products i.e. Adobe GenStudio



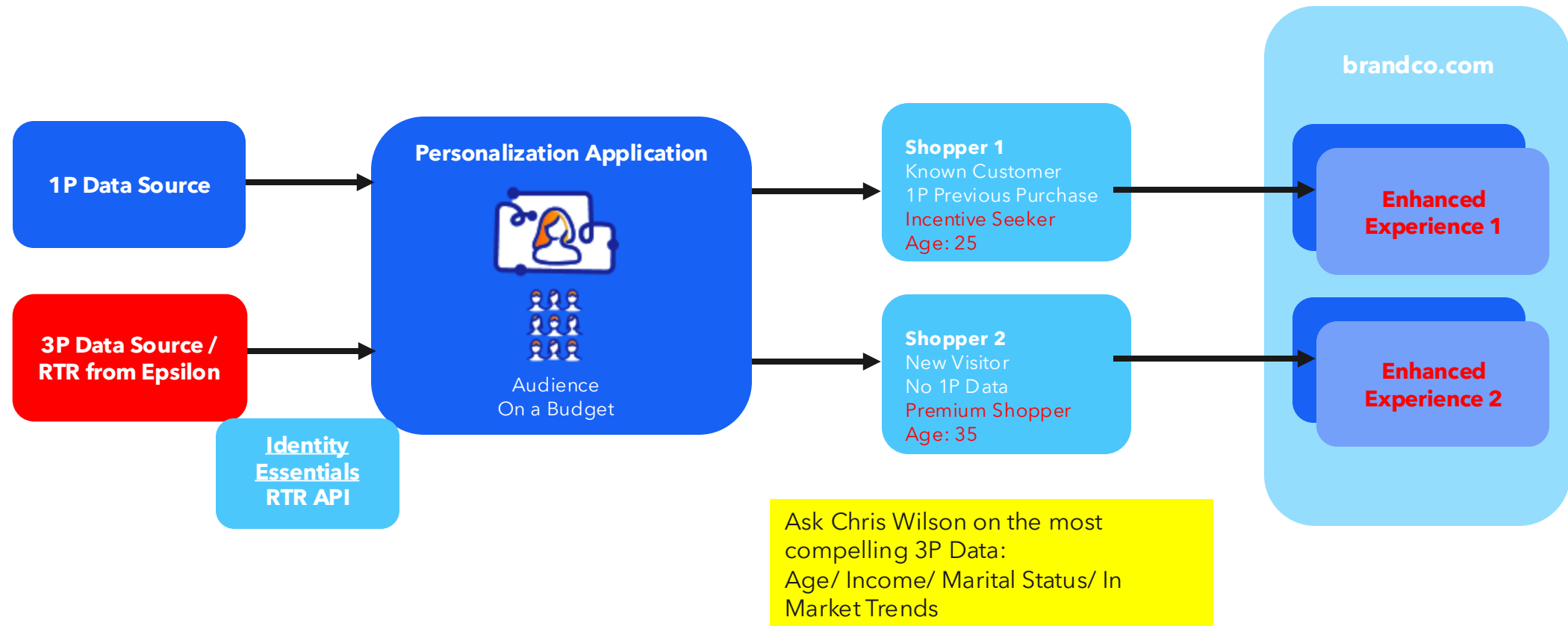
Existing Optimizely Solution

How the process works...



Optimizely Solution + (RTR)

Delivers improved and enhanced personalization



Next Steps

- Identify potential accounts
- Refine value prop and sales pitch
- Scale to account base
- Joint marketing activities
- Client engagement events/dinner



There are three capabilities in Identity Essentials

Each capability can be licensed separately. Today we will focus on RTR

Identity Essentials

Identity

The ability to match different interactions to a single individual (known/ unknown)

RTR

(Real-Time-Recognition)

The ability to pass 3P attributes like demographics, behavior etc. in real-time (known/ unknown)

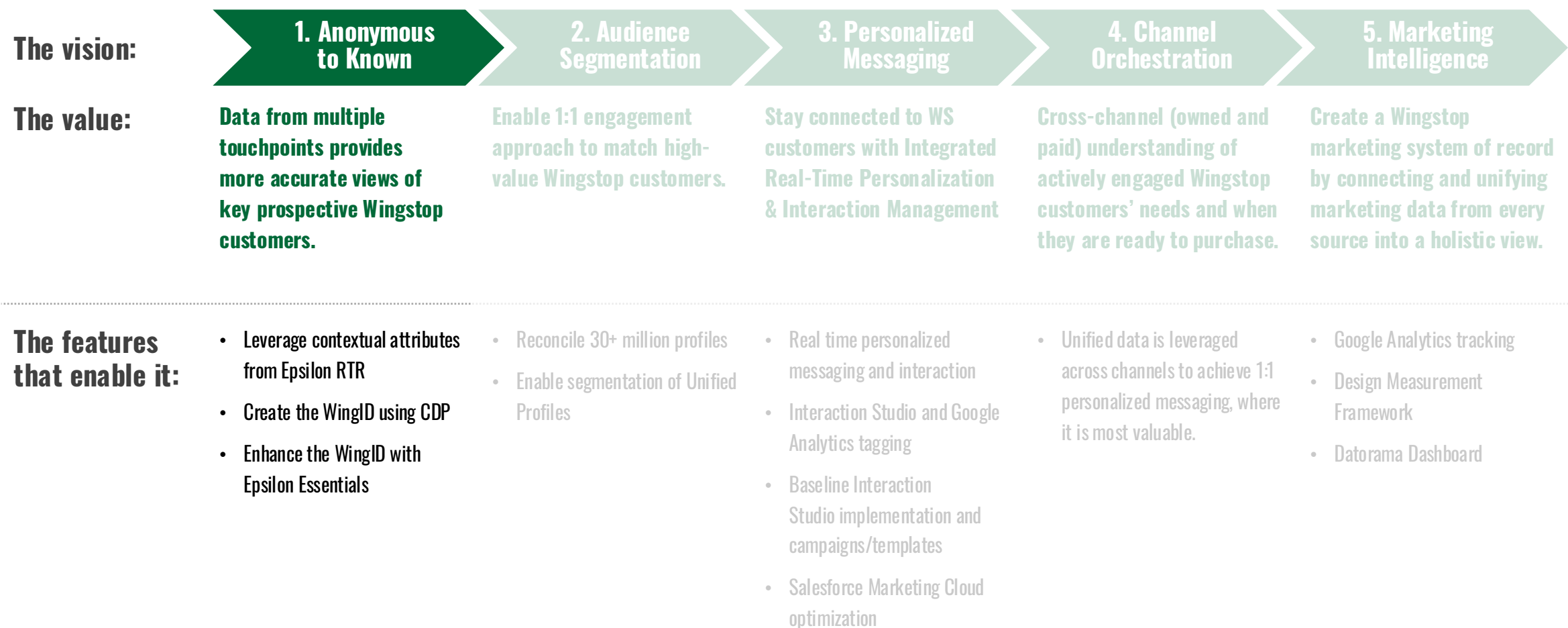
Paid Media Activation

The ability to onboard clients 1P data for paid media activation across over 50 destinations



The Journey from Unknown to Guest to Opted-In

The Journey from Unknown to Guest to Opted-In



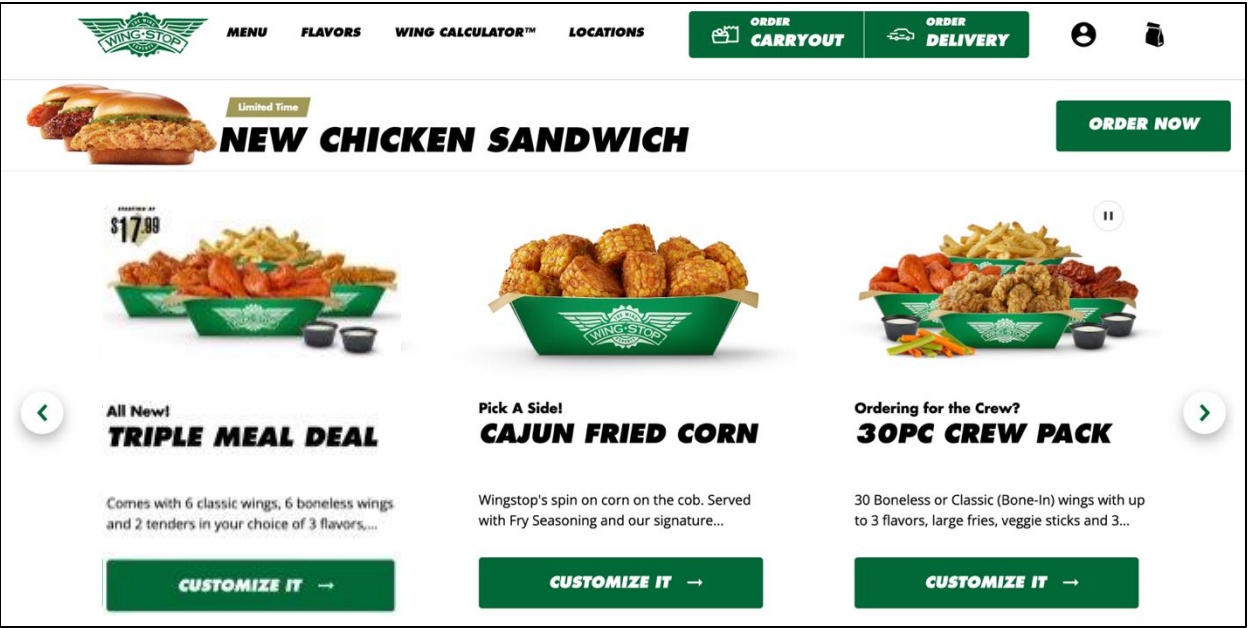
The Journey from Unknown to Guest to Opted-In



Meet Michael

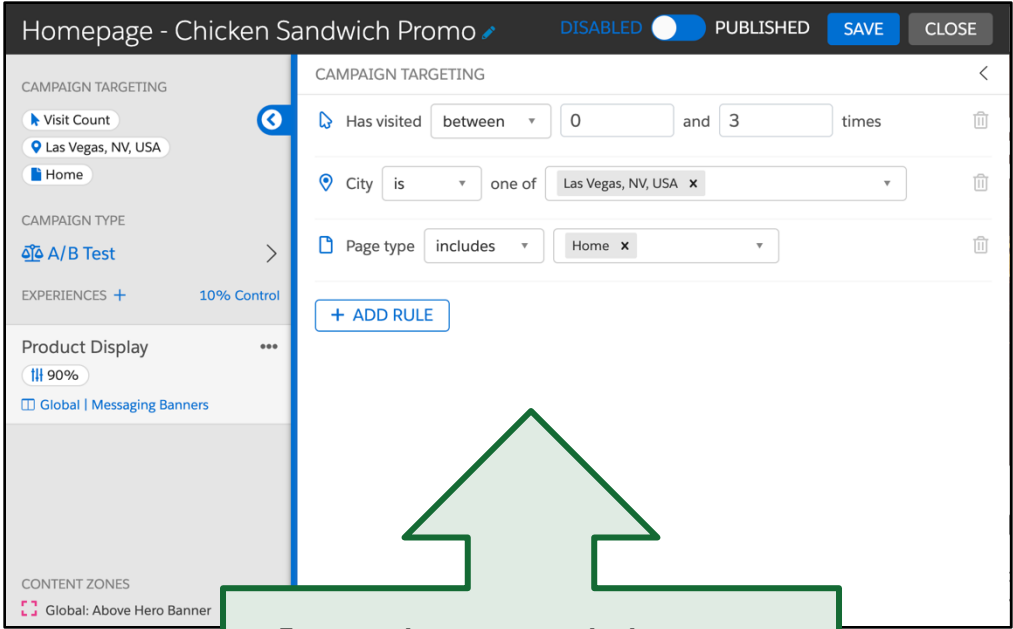
Data	• Anonymous ID
Technology	• Epsilon RTR • Interaction Studio • CDP Identity Resolution & Unification
Persona	• First-time visitor • Sports enthusiast • 2 personal emails

Interaction Studio Events and Data Capture



Each campaign a user experiences and action they take is stored in Interaction Studio.

12 minutes ago	[View] - Home Page	3e71f825374d59d1
13 minutes ago	Home Product Carousel	e7ba73d80852d77b
13 minutes ago	[View] - Home Page	e7ba73d80852d77b
13 minutes ago	[Click] - Logo	e7ba73d80852d77b
13 minutes ago	[View] - Menu Page	e7ba73d80852d77b
13 minutes ago	Home Product Carousel	e7ba73d80852d77b



For an unknown user who has never been seen, Interaction Studio still provides ways to activate campaigns based on other factors such as the Zip Codes, Weather, Dates, URL parameters, and more.

Personalization Based on RTR Attributes

Michael visits the site, and we don't recognize him, but Epsilon does. His interests are sent back to Interaction Studio and saved to his profile. We can now identify Michael as a "Sports Fanatic" based on his high score for Sports Enthusiast.



```
anonymousId: "3e71f825374d59d1"
attributes:
  rti_baseball_enthusiast: 0.286531
  rti_college_sports_enthusiast: 0.884102
  rti_coupon_discount_shoppers: 0.222103
  rti_interest_in_back_to_school_content: 0.808741
  rti_movie_enthusiast: 0.643031
  rti_sports_enthusiast: 0.85
  rti_tv_enthusiast: 0.555915
  rti_video_gamer: 0.923658
  rti_video_on_demand_subscriber: 0.145146
```

CAMPAIGN TARGETING

includes users in any of the following segments

Sports Fanatics

Display campaign on Saturday Sunday between 8AM

UTC and 11PM UTC

Preferred Protein +

QA Tester +

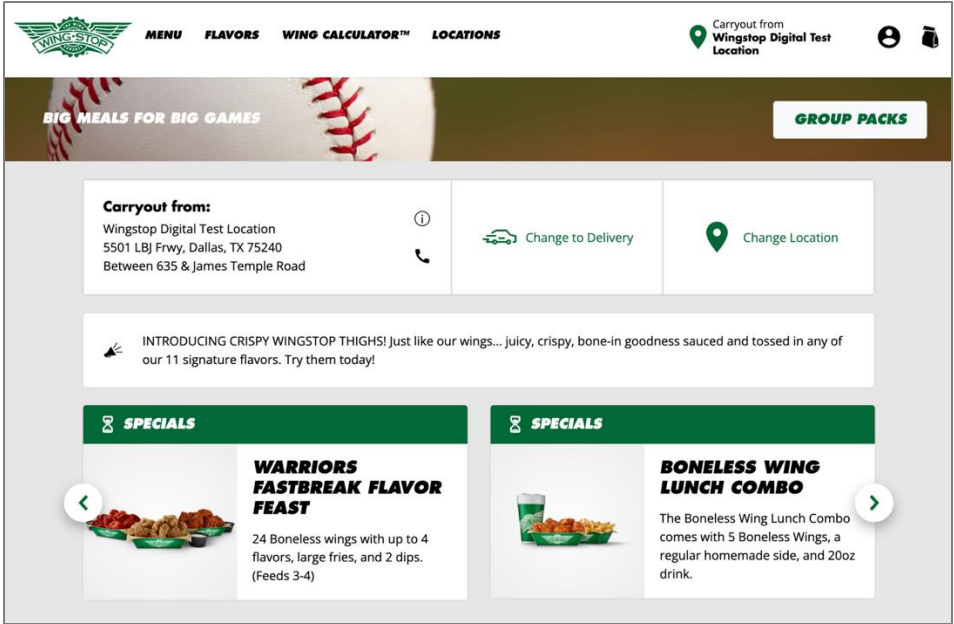
Salesforce Contact ID +

Sports Enthusiast 0.85

Stated Store Preference +

TV Enthusiast 0.555915

Video Gamer 0.923658



The next page Michael visits reflects his interest in sports.

Unknown User Returns and Converts

Michael returns to the site and the product carousel features the last item he was looking at.



MENUFLAVORSWING CALCULATOR™LOCATIONS

ORDER CARRYOUTORDER DELIVERY





Limited Time

NEW CHICKEN SANDWICH

ORDER NOW



A perfect lunch!
BONELESS WING LUNCH COMBO

The Boneless Wing Lunch Combo comes with 5 Boneless Wings, a regular homemade...

CUSTOMIZE IT



Ordering for the Crew?
30PC CREW PACK

30 Boneless or Classic (Bone-In) wings with up to 3 flavors, large fries, veggie sticks and 3...

CUSTOMIZE IT →

We can see the purchase and their overall timeline in Interaction Studio.

THANKS MICHAEL!

Ready for carryout in about
8 - 13 MINUTES

Your order has been sent and you should receive an email confirmation shortly.

✓ ORDER PLACED

Head to the register and tell them that you ordered online.
Order #: 10780126883233792

 Add This Order To Your Favorites

This visit, he decides to purchase the Boneless Wing Lunch Combo.

Identity Attributes

Customer ID -

Email Address ██████████@gmail.com

Profile ID d03ca014-cbe8-11ec-9420-e87f80ed5f47

Salesforce Marketing Cloud Contact Key -

Attributes

Advantage Presence of Children (Enh) 

Advantage Presence of Children Ind (Enh) 

Baseball Enthusiast [0.406475](#)

Birth Date 

College Sports Enthusiast [0.366462](#)

Coupon/Discount Shoppers [0.867105](#)

Jun 24, 20221:18PM59m 55s

\$5.99 Purchased1 Items



Boneless Wing Lunch Combo

1 Purchased
\$5.99 Each



Boneless Wing Lunch Combo

Unknown User Opts-In



FREE FRIES ON YOUR BIRTHDAY!

Create your Wingstop account to review your order history, save your favorites, and receive special offers.

SIGN UP

Transactional Email sent with CTA to Sign Up for an account and receive fries.

ORDER DETAILS

Order for Carryout | Ready for carryout in about 16 - 21 minutes

1x 20 Wings	(1x \$24.48)	\$24.48
1x Classic	\$22.99	
20x Original Hot		
1x Regular Bleu Cheese	\$1.49	

Subtotal	\$24.48
Tax	\$1.95
Total	\$26.43

CRAVE GROWTH & OPPORTUNITY
JOIN OUR TEAM

APPLY TODAY!

FREE FRIES ON YOUR BIRTHDAY!
Create your Wingstop account to review your order history, save your favorites, and receive special offers!
Message and data rates may apply.

SIGN UP

HIT US UP

SIGN UP FOR EXCLUSIVE

GET THE INSIDE SCOOP VIA THE



What's in it for PDX

PDX Strengths

- Creative Services
- Strategy Services



Existing Clients

Adi to Add Logos of existing clients



PDX clients with Adobe Target

- Tim to add/ retrieve [PDX client list with Adobe Target](#)

Emerson Electric	Bayer Total	Lenovo Total	Vanguard	Verizon Total
TIAA_CREF	Goodyear_Total	T_Rowe_Price	Coca_Cola_Total	Comcast Corp
Whirlpool_Group_Tot	Goldman_Sachs	Delta Airlines	Sycamore_Partners	Walt_Disney_Total
Discover_Financial	Royal_Carib_Crui_Tot	Eli_Lilly	Cisco Total	Macy_s
Thrivent_Financial	Splunk	Intel	Elevance_Health	JP_Morgan_Total
CVS Total	Blue Cross	LabCorp	Deutsche_Tel_Total	AAA
Roche_Total	Toyota Total	Apple	Pfizer_Total	Tractor_Supply
Fedex	NRG	BoA_Total	LVMH_total	Wal_Mart_Total
Dicks Sporting Good	Samsung_Total	Duluth_Holdings	IBM	Wegmans_Food
AT&T_total	Dow Chemical Tot	Marriott Group Total	Microsoft Corp tot	

Adobe List

- Todd to add link to list of Adobe Target clients
 - [Adobe Epsilon Account Mapping 27june2025.xlsx](#)

HC / LS	FSI	FSI (contd)	Telco	T&H	Retail	Retail (contd)	Utilities	Misc.
Abbott	Ameriprise	MetLife	Altice	Delta Airlines	Dick's Sporting	Sephora	Chevron	Dell
AbbVie	BofA	Navy Federal	Charter	Marriott	Dollar General	Shutterfly	Shell Oil	Meta
Argenx	BMO	wRBC	Comcast	Norwegian CL	Home Depot	Starbucks	Sonic	FedEx
Astellas	Bread	TD Bank	Verizon	Royal Caribbean	Lowe's	Walmart		Stellantis
BCBS	Brighthouse	TIAA		Viking	Macy's			GM
Dentsply	CIT	Truist		M&E	Maurices	CPG		Ford
Genentech	CitiBank	US Bank		Disney	Matress Firm	Altria		Hyundai/Kia
Humana	Edward Jones	Vanguard		NFL		Mars		Samsung
Kaiser	JPMC	Wells Fargo				Philip Morris		
Takeda	KeyBank					Whirlpool		



Appendix

- Adobe Developer Guide: <https://experienceleague.adobe.com/en/docs/target-dev/developer/overview>
- Epsilon Implementation Guide for RTR + Adobe Target: [RTR-Adobe-Target-Integration-Specification-General.docx](#)
- RTR Attributes Data Library: [Identity Essentials RTR Data Library - Q2 2025.xlsx](#)



a) Basic Client ROI Model

Current

Company X with \$1B in annual revenue

- Deriving ~10% (\$100M) from their online channel
- Utilizes Adobe Target (for example) as the personalization solution on their online channels

Future

Company X deploys RTR to power Adobe Target

- **Cost: ~180K/Yr**
- Assuming a conservative uplift over baseline of 1%
- **\$100M x 1% = ~\$1 M/Yr**
- Potential additional revenue to client of **\$1M**

5X ROI
(For Clients)

The client will need to invest in creating more content to drive these enhanced experiences
(Manual Content Creation/ Generative AI Content Factory)

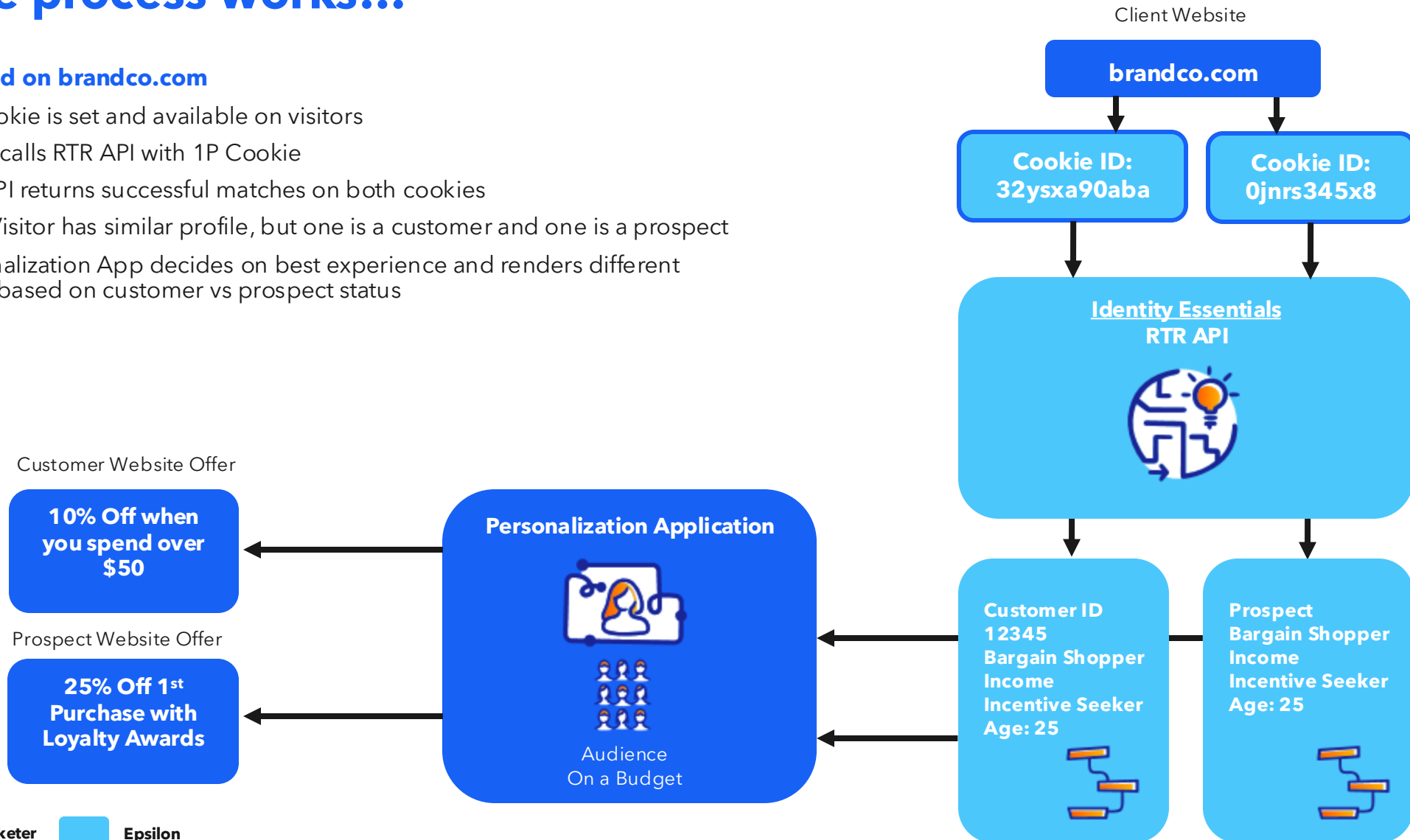


Real-time Recognition (RTR)

How the process works...

Two visitors land on brandco.com

1. 1P Cookie is set and available on visitors
2. Client calls RTR API with 1P Cookie
3. RTR API returns successful matches on both cookies
4. Each Visitor has similar profile, but one is a customer and one is a prospect
5. Personalization App decides on best experience and renders different offers based on customer vs prospect status



c) What's in it for the Partner (Old)

Enhanced use cases:

1. New customer acquisition: Real-time recognition + a durable ID lets Target personalize a much larger share of logged-out visits, not just known users—so more tests can run and more visitors can see tailored content.
2. Customer retention (stretching life/ capabilities of existing product): Higher match rates + higher-quality signals increase detectable lift in A/B and MVT tests, while the daily feed improves downstream analytics and attribution.



What's in it for the Partner

I like this one

- Incremental revenue by driving scale (Adobe Target call volume)
 - New customer acquisition through new capabilities
 - Customer retention (stretching life/ capabilities of existing product)
 - Differentiator in a highly competitive market (enhanced 3P data use cases are nascent)
1. Differentiator
 2. Retention
 3. Upsell
 4. More volume



Why data-driven marketing is **essential** for business growth



Deliver better return on marketing investment



Understand consumers better



Personalize communication



Find next new customers more efficiently



Reach customers where they are across channels



Drive desired outcomes with purposeful data sets

Challenges

- 1 Limited and incomplete first-party data collection
- 2 Ensure data security, privacy, & ethical sourcing
- 3 Inconsistent performance
- 4 Fragmented view of the customer
- 5 Disjointed consumer experience



Rising demand for person-first marketing

The digital age has vastly increased consumer expectations when it comes to how brands engage with them.

Consumers expect personalization

71%

of consumers expect companies to deliver personalization

76%

get frustrated when this doesn't happen

McKinsey, 2023

Advantages of personalization

50%

Reduction in consumer **acquisition costs**

15%

Lift in **revenue**

30%

Increase in **marketing ROI**

McKinsey, 2023



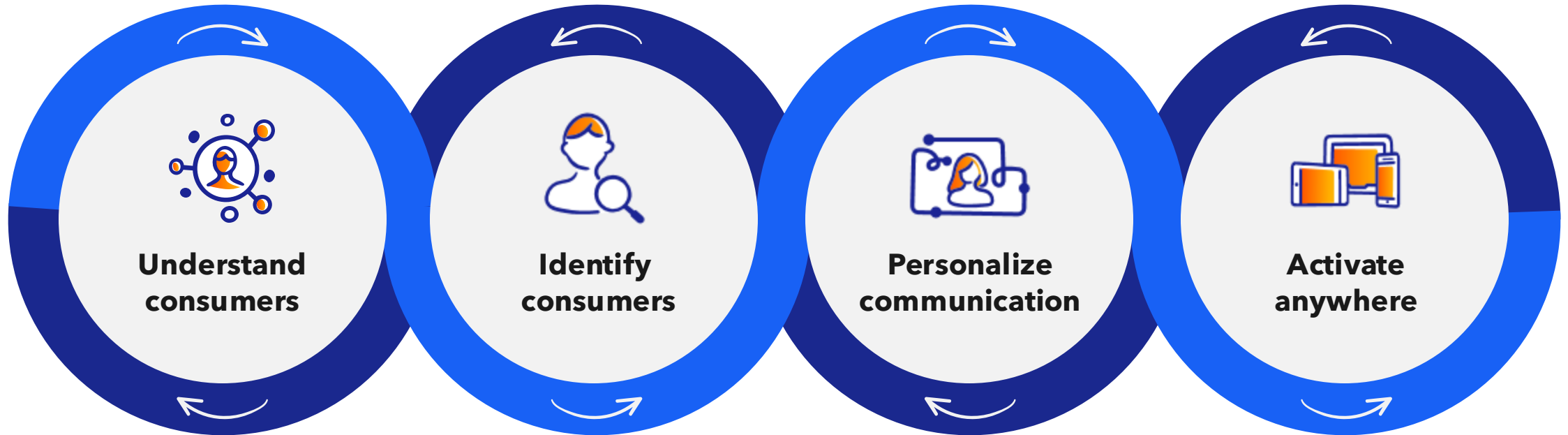
Unlocking real consumer connections:

Person-first marketing



Epsilon provides foundational data

Enabling marketers to better identify and understand consumers, enhance communication and activate across all channels



Using a foundational data layer supports consistent consumer recognition and understanding, and the ability to use insights across current consumers and top prospects.



Understand consumers with foundational data

1 View

Enhance consumer insights with robust third-party data, revealing key drivers and value through demographic, psychographic, and transactional data.

Who she is

Demographic & lifestyle

Health & wellness

Finances & wealth



What she buys

Purchasing behavior

What she cares about

Psychographic

Propensity & intent



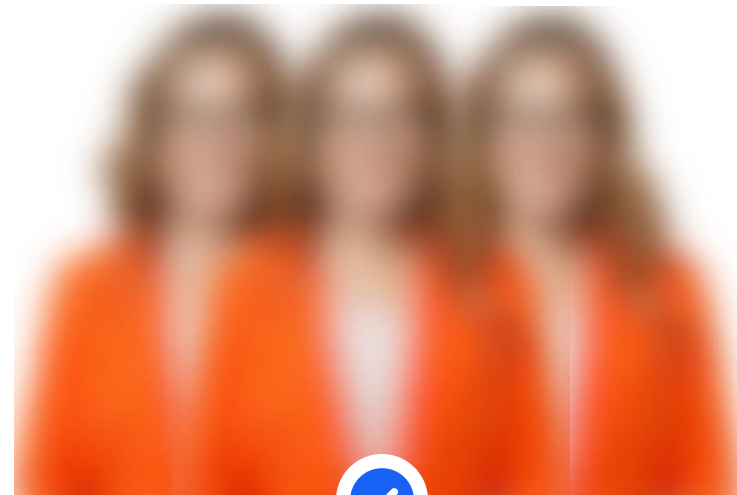
Dig deeper with custom research to understand the "why"



Identity is the foundation

1 View

Clean, complete data to identify and reach your next best customer



Identify



Cleanse



**Fill in
the gaps**

Next best customer



Incomplete view of consumers

1 View

Unify and cleanse your first-party data to achieve a single View of each buyer.



J Smith

Email: jsmith1@gmail.com



Jane Marie Smith

Email: j_m_smith@hotmail.com

Phone: 555-555-5555



Jane Johnson

Email: j_johnson2010@yahoo.com

Address: 100 Main St, Denver, CO

There's just one Jane.

But how many Janes did your data tell you that you have?



Complete view of consumers

1 View

Unify and cleanse your first-party data to achieve a single View of each buyer.



Personalize communication to drive engagement

1 Vision

Enhance your 1P data with our industry-leading insights to deliver relevant, person-first messages and build stronger relationships.



Activate audiences across all channels

1 Voice

Reach consumers where they are.



Leverage your own partners and tech stack

or



Leverage Epsilon's integrations across all channels with 100+ partners



Case Study: Epsilon provides top performing audiences for social activation ¹

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Powered by Epsilon's industry-leading data

Top-ranked consumer database in the U.S.

With insights into 250 million U.S. consumers, we provide unparalleled coverage and breadth of consumer data.



The largest cooperative transactional database

Abacus is the largest cooperative database in the U.S. with more than 3,000 contributing brands in B2C and B2B.

More transactional data

Epsilon has developed the most complete set of transactional data for marketing purposes to be used across all marketing channels.



Real data from real people

All Epsilon data is based on verified individuals and can be activated across all channels. Our data includes name, address and vital data, as well as multiple identifiers on virtually every U.S. consumer.



Privacy first

Privacy is core to Epsilon business operations, technology development and client engagement. Following privacy by design principles, Epsilon proactively prepares to meet changing legal requirements.

