



Identity Essentials Product Placemat

Product overview

Identity Essentials is Epsilon's portable identity & data solution, powered by CORE ID. It delivers connected identity with an enriched understanding of evolving customers to drive conversion and support performance measurement within a client's existing marketing platform and drive activation across the advertising ecosystem. Identity Essentials was built to provide brands with an accurate, persistent, unified and enriched view of the customer that can be used to fuel people-based marketing efforts. It delivers connected identity which allows brands to enhance recognition and targeting, power personalization & conversion, minimize waste, extend reach, and enable precise measurement while improving ROI from their existing tech stack.

Product details

- **Channels: Owned:** DM, Email, Loyalty, SMS, POS, Call Center, Website **Paid:** Display, CTV, Social
- **Verticals:** Retail, CPG, Financial, Healthcare, Travel & Hospitality, Restaurant, Auto, Telco & Technology, etc.
- **Set Up Requirements:** Provide a customer file with our required layout/format. Provide the file to an S3 location we provision. Tagging is optional, but required if the client opts into the Real-time Recognition & Data API (RTR)

Personas

- **Senior Marketing Execs** Target high value customer audiences with personalized, relevant and consistent experiences across both online and offline channels.
- **Senior IT Execs** Ensure that 1P data is properly managed. Support privacy compliance implement real time solutions.

Why Epsilon

Differentiator	Challenge it addresses and how
Talk to people not devices	Connect your customers' online & offline worlds and start seeing them as real people, not as static moments in time. Views update in real time as your customers take more actions, for the most accurate identity available. 75% of 1p records match to a COREID; 85% of those are reachable across channels
Enrich profiles with exclusive data	Improve the quality, completeness, depth, and breadth of your first party data, ensuring it's the best it can be to optimize in market audiences and drive better outcomes.
Personalization in the moment	Site recognition combined with attributes available in real-time help you personalize the consumer journey in the moments that matter most.
Increase reach on digital channels	Our native activation capabilities and strategic partnerships extend the reach and scale of your first party data across the digital advertising ecosystem.

When to sell

- Client already **has a CDP in place** and not seeking to switch
- Client wants a **more accurate view of its customer**
- Client wants to **create richer audiences** that are built on attributes beyond the interactions they have directly with a customer
- Client wants to **eliminate duplicate records** of the same person across different systems
- Clients wants to generate more engaging moments through **site personalization to unknown traffic**
- Client wants to **improve match rates for 1PD for Digital Activation**

Upsell opportunities

Identity Essentials quickly demonstrates value to clients and paves the way for cross sell opportunities for **Epsilon Digital, Customer, and Clean Room**. It also enables Epsilon to **maintain a foot hold** in accounts that have other providers in their tech stack (e.g., Adobe, SF, Snowflake, etc)

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Use cases

- **Enhance** recognition, resolution and targeting
- **Minimize waste** across all channels
- **Power** personalization and conversions
- **Measure** more precisely

Pricing

- **Monthly subscription with 12-month min term**
- **Key Metrics:** Total customer records or profiles, annual site visits to website and annual impression volumes for paid media activation

Success stories

- [ConAgra](#): Improve quality of offline data to better recognize consumers across online and offline channels. 519% lift in online reachable audience.
- [Unilever](#): Consolidate data across 64 brands for single customer view, onboard 35M active records at 80% match rate, combine RT site identification with existing Adobe tech stack to recognize unauthenticated visitors and personalize experiences. Client realized 5x increase in site identified consumers.
- [Wingstop](#): Deliver identity resolution, hygiene and data enrichment to SF CDP for complete view of customer. RTR site visitor recognition to a 3rd party decision engine for site personalization for unauthenticated guests. 30M profiles cleansed and optimized, 10% of duplicate records eliminated, 5x increase in identification of unauthenticated site visitors.

Who to contact

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Product Management

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Product Marketing



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Business snapshot

Overcome data deprecation In response to market forces like data deprecation, brands need to free themselves from their reliance on external identifiers and restore balance in the marketing ecosystem. Limited 1P data, siloed approaches to offline & online marketing, and outdated and/or soon to be obsolete technologies all hinder a brand's ability to grow, organize, activate and optimize

Reason to believe

Most marketing platforms do not offer native customer profile enrichment which leads to an incomplete view on an individual. In addition, the bulk of platforms have limited identity resolution capabilities resulting in duplicate profiles and inaccurate messaging. Without a complete solution for the cookieless future, these platforms can't help brands to future proof their digital marketing efforts. The result is wasted marketing spend and frustrated, over-marketed consumers.

Persona	Goals & Motivators	Challenges	Validators
Sr. Marketing Executive	Target high value customer audiences with personalized, relevant and consistent experiences across both online and offline channels.	Brands are trying to connect to individuals digitally especially outside of their brand. It's increasingly difficult to pull a unified view of customer for marketing while allowing ongoing maintenance and updates. Inability to understand behaviors and intentions making it hard to tie insights to attribution to action.	- Internal teams (C-suite, legal/privacy & data/IT, agency partners if applicable) - Case studies - Third-party validation (analysts)
Sr. IT Executive	Ensure that 1P data is being managed properly. Support privacy compliance and implement real time solutions.		

What it is

Epsilon's portable identity & data solution, powered by CORE ID. It delivers connected identity with an enriched understanding of evolving customers to drive conversion and support performance measurement within a client's existing marketing platform and drive activation across the advertising ecosystem.

Pricing

- Monthly subscription with 12-month min term**
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How Identity Essentials helps brands build more customer trust, loyalty and retention

- Establishes a dynamic and persistent view of individual customers (Named and digital identity resolutions)
- Drives personalized experiences in the moment (Real-time site recognition and attributes for customers and prospects)
- Deepens customer insights for more relevant interactions (unique data assets including industry specific demographic, lifestyle, propensity behavior)
- Improve connectivity with existing platforms (maximize value with existing tech stack)

Key storylines: Identity Essentials is Epsilon's portable identity & data solution. It's built to integrate within clients' ecosystems & interoperate with other software solutions. We have flexibility to provide this capability for clients who have invested in marketing clouds or data warehouse solutions. With our connected identity we will maintain Identity on all customer records with valid PII. On Average, 75% of your 1p records match to a COREID; 85% of those are reachable in paid channels.

How it works

- Cleans, completes, unifies, and enriches a brand's PII-based customer data
- Enrich and evolve customer insights for more relevant interactions (unique data assets including industry specific demographic, lifestyle, propensity behavior)
- Creates a living understanding of individuals and power activation and continuous learning across PII and ID-based channels
- Maximizes reach (activation to media channels) & Improve connectivity with existing platforms (maximize value with existing tech stack)

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Channels: Offline channels (DM, email, loyalty, SMS, POS, call center); Digital channels (display, OLV, CTV, social)

Verticals: Retail; CPG; QSR; Travel/Hospitality; Financial, Telco & Technology

Epsilon differentiators

Connected Identity

Our unique identity capabilities keep you connected to individuals to enable a complete view of the most valuable data you need to understand customers online and offline.

Enriched customer profiles

We improve the quality, depth, and breadth of your first party data for more insightful analysis and better activation by appending hundreds of industry-specific attributes, spanning demographic, lifestyle, and propensity insights.

Personalization in the moment

Site recognition combined with attributes available in real-time help you personalize the consumer journey in the moments that matter most.

Increase reach on digital channels

Our native activation capabilities and strategic partnerships extend the reach and scale of your first party data across the digital advertising ecosystem.