



2025

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

Epsilon RTR for Partners

Enhancing the power of personalization

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 - c) What's in it for the software partner
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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)

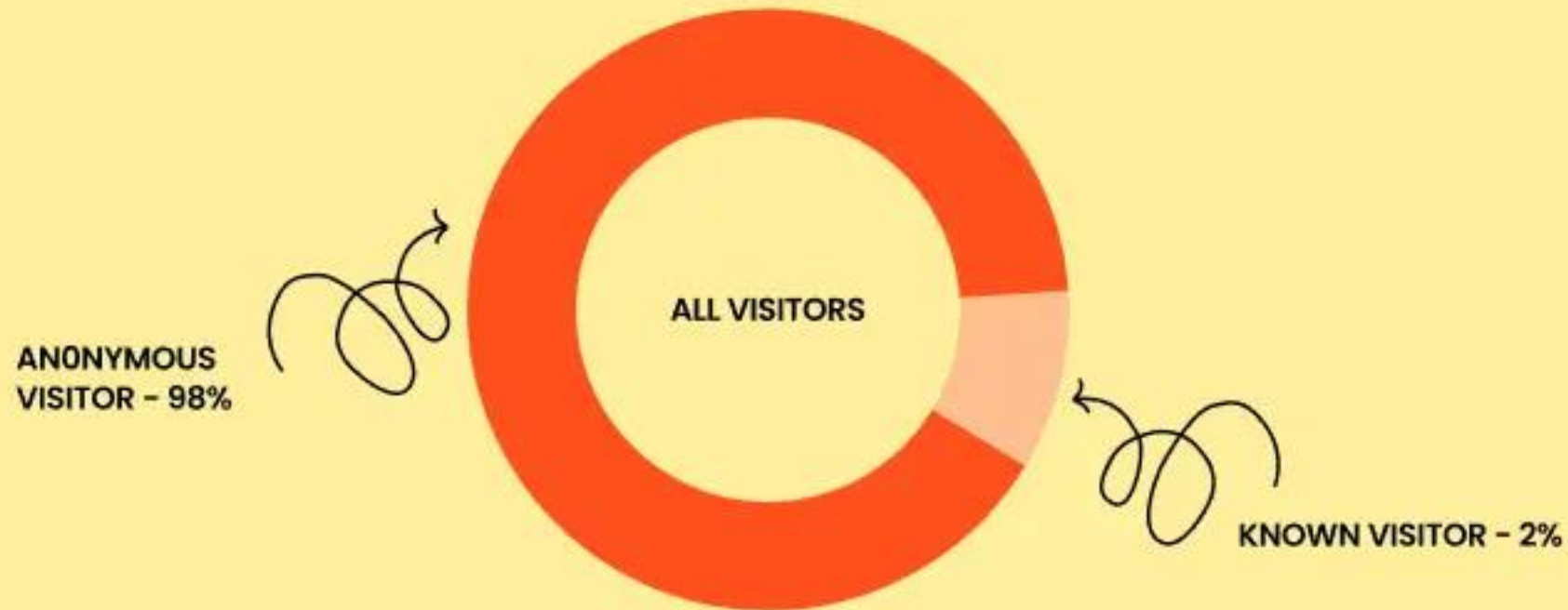
The ability to pass 3P attributes like demographics, behavior etc. in real-time (known/ unknown)

Paid Media Activation

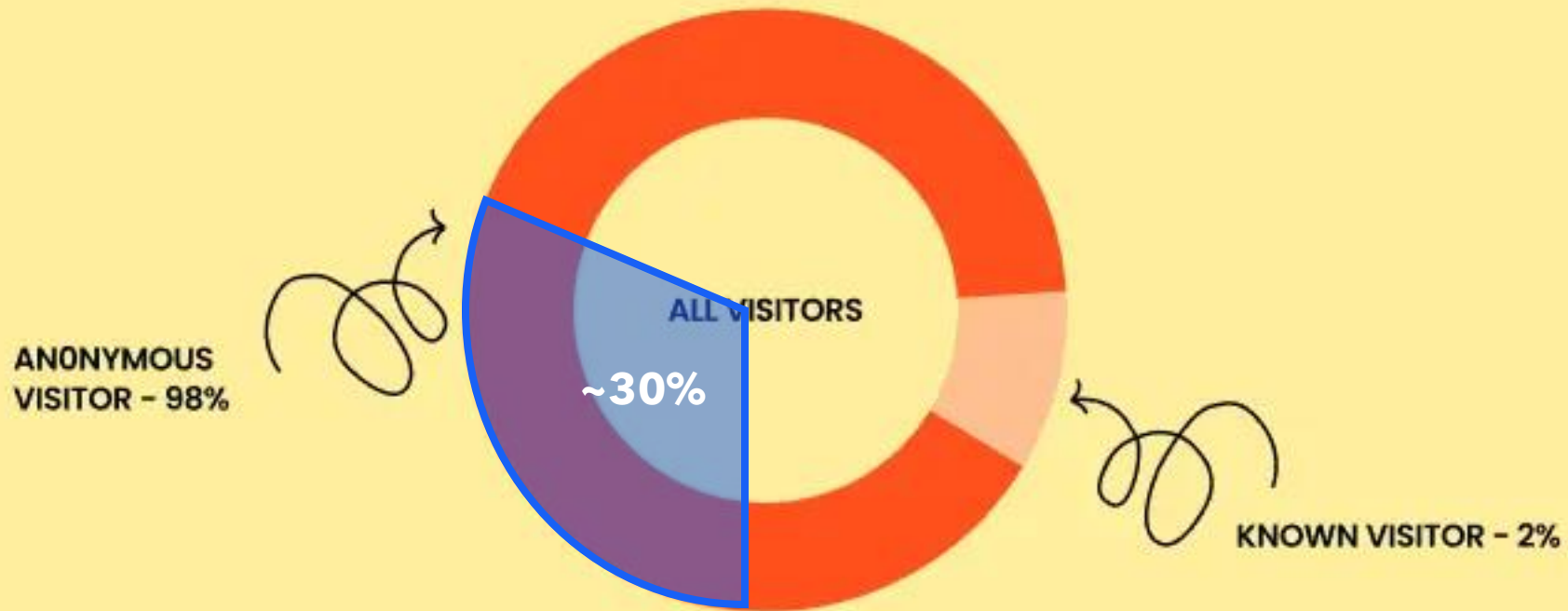
The ability to onboard clients 1P data for paid media activation across over 50 destinations



On average, 97% to 98% of B2C website traffic is anonymous. This means that the vast majority of visitors do not provide identifiable information such as logging in, registering, or submitting personal details—resulting in only 2%-3% of traffic being identified as known users. This benchmark is consistent across most retail and e-commerce websites, varying slightly depending on factors such as tracking technology sophistication and privacy regulations.



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Clients



BANK OF AMERICA



Brighthouse
FINANCIAL®



Intro

- Personalization solutions (Ex: Adobe Target) enable companies to segment audiences to optimize conversions and engagement.
- Segmentation is typically only based on client's **1st party data**, which is a very **limited view** of their customers.
- Adding up to **800 attributes** with Epsilon RTR brings increased fidelity to both **known/unknown visitors** and drives significant performance improvement through better personalization and ultimately higher conversions.
- We have seen meaningful adoption of Epsilon's RTR solution in Adobe Target clients, but the use case is applicable across similar solutions
 - **Adobe Target (10+)**
 - Optimizely Web Experimentation (1)
 - Salesforce marketing cloud personalization
 - Monetate, etc.

What is Epsilon's RTR:

- RTR is an API service that delivers up to 800 attributes in real-time for both known and unknown visitors
- These data attributes are passed directly to personalization solutions to render highly personalized experiences beyond what can be achieved with 1st party data alone

What is a Personalization solution:

- Personalization solutions like Adobe Target enable businesses to deliver tailored user experiences across 1st party audience segments.
- These tools use data-driven insights and automation to optimize conversions, engagement, and overall customer satisfaction.
- Vendors: Adobe Target, Optimizely, Dynamic Yield, Monetate, etc.

** RTR in combination with Personalization tools can drive further adoption of the full Identity Essentials solution as well as Epsilon's Tech, Data and Digital solutions.*

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
RTR Investment (Setup & licensing)	\$180k

Existing RTR Clients:

- Wingstop (Salesforce)
- Marriott
- Rocket Mortgage (Optimizely)
- Ulta Beauty
- Stellantis
- Total Wine
- Nissan
- Harley Davidson
- Ameriprise
- Bank of America
- Brighthouse Financial

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)

i.e. Also Potential for Content Services Revenue



b) Estimate Epsilon's Addressable Market/ Yr

Adobe Data taken from <https://trends.builtwith.com/analytics/Adobe-Target-Standard>

- **Adobe Target** Standard:
 - Total live sites: ~6,500
 - Top 10K sites: 164
 - Assuming close rate of 3% on 164 = ~5 wins
 - Projected incremental revenue to Epsilon: $5 * \$180K = \sim \$900K/Yr$
- **Optimizely** Web Experimentation (*):
 - Addressable deployments: 120
 - Assuming close rate of 3% = ~4 wins
 - Projected incremental revenue to Epsilon: $4 * \$180K = \sim \$720K/Yr$
- **Other** Personalization Tools:
 - Assuming 4 wins
 - Projected incremental revenue for Epsilon: $4 * \$180K = \sim \$720K/Yr$
- Total incremental revenue estimate: **~13 wins/ \$2.3M/Yr**

Epsilon has 94 existing clients with Adobe Target running on their sites



*: Optimizely Web Experimentation customer list shared by Optimizely

Note: B2C clients typically stop development work in Sept as they head into the holiday period/ Q4

b) Services Upside Potential

1. **Differentiator:** 3P data use cases are nascent. Richer signals improve outcomes. Better outcomes raise credibility
2. **Client Value Realization:** Integrating RTR unlocks new personalization opportunities with new data sets on existing tools, reinvigorating client personalization initiatives
3. **Cross Sell Complimentary Services:**
 1. Personalization Strategy (**starting \$150k**)
 2. Content Production (**starting \$150k**)
 3. More analytics reports required (**starting \$120k**)
 4. GenAI (**starting \$140k**)
 5. CDP Integration (As client matures...)
4. **Expand Personalization Usage:** RTR expands the amount of addressable individuals, enabling personalization to be deployed across more digital channels/ pages
5. **Cross sell other tech solutions:**
 1. Identity
 2. Data onboarding for paid media execution



Addressable prospects example:

Sample of existing Adobe Target Clients:

<https://trends.builtwith.com/websitelist/Adobe-Target-Standard/Very-High-Traffic-Volume>

- | | |
|---------------------------|-----------------------------|
| 1. britannica.com | 13. usa.canon.com |
| 2. nike.com | 14. nvidia.com |
| 3. cricketwireless.com | 15. navyfederal.org |
| 4. Nationalgeographic.com | 16. go.travelandleisure.com |
| 5. bankofamerica.com | 17. bose.com |
| 6. nba.com | 18. ncl.com |
| 7. carmax.com | 19. Optum.com |
| 8. citi.com | 20. td.com |
| 9. toyota.com | 21. comcast.com |
| 10. box.com | 22. caesars.com |
| 11. choicehotels.com | 23. capitalone.com |
| 12. chase.com | |



* Epsilon clients highlighted in yellow.

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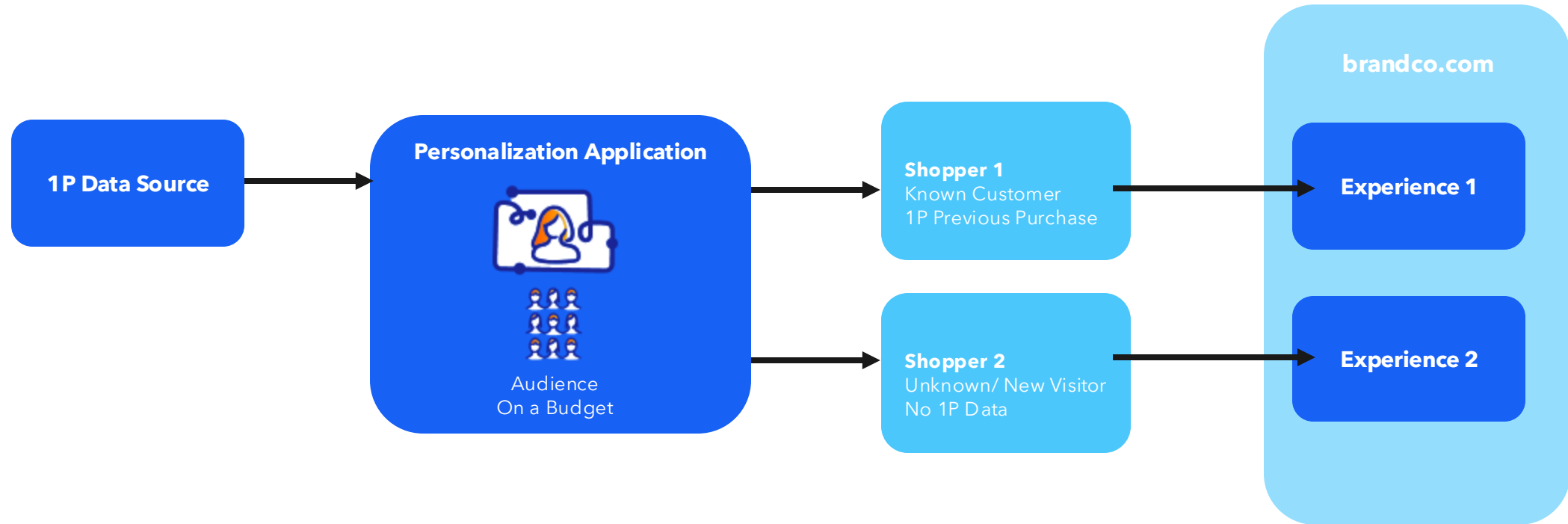
c) What's in it for the Software Partner

- 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 Personalization Solution

How the process works...



Most Useful/ Popular attributes/ Vertical

Retail	QSR	Travel	Tech	Telco	FSI - Retail Bank	FSI - Personal Loans
Gender	Household 4+	In market travel	Gender	Gender	Household Income	Recent Car Purchase
Age Range	Dining/Food Preferences	Gender	Age Range	Age Range	Life Stage	Net Worth
Credit Cards	Purchase Behavior	Age Range	Android/ Apple Household	Household 4+	Household 4+	Household Size
Location	Frequency of Eating Out	Household 4+	Media Preferences	Streamer?	Home Shopping	Recent Home Purchase



Most Useful/ Popular attributes/ Vertical

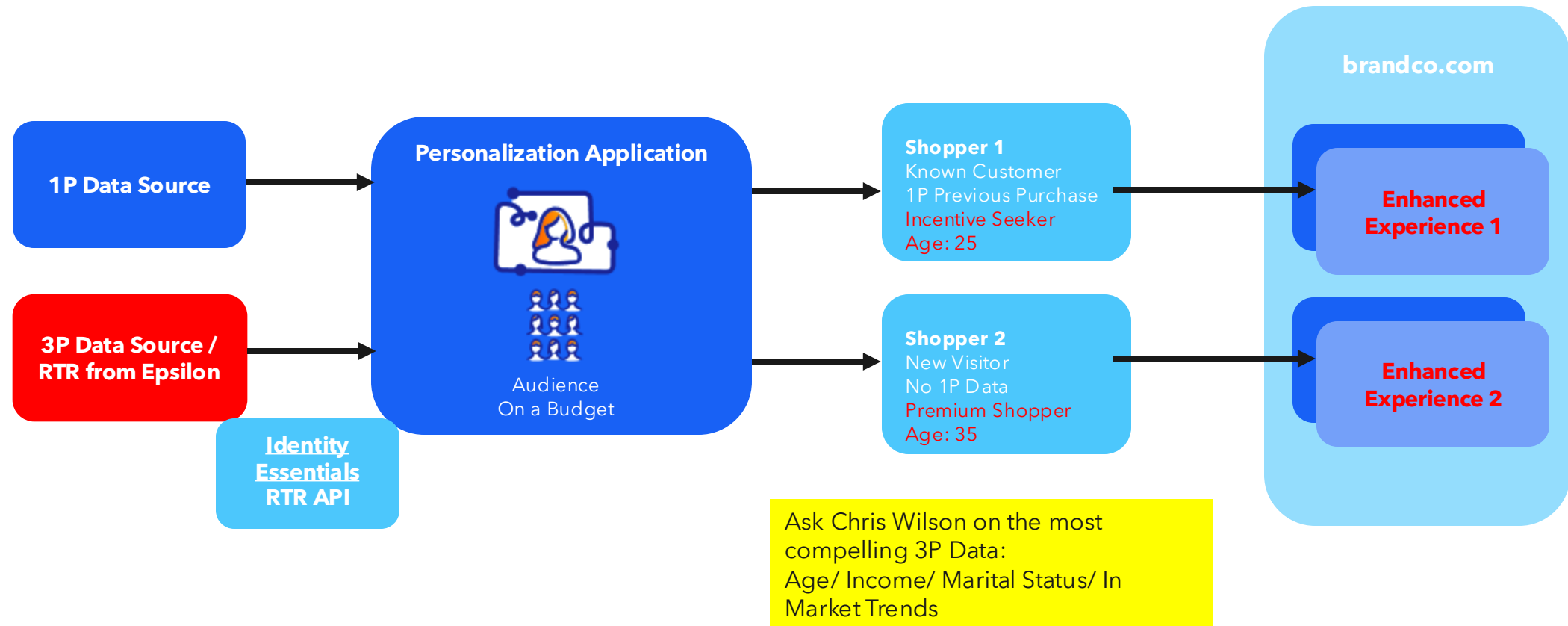
Maybe we break this down:
Credit Card/ Insurance/ Lending

Retail	QSR	Travel	Tech	Telco	FSI - Retail Bank	FSI - Personal Loans
Gender	Household 4+	In market travel	Gender	Gender	Household Income	Recent Car Purchase
Age Range	Dining/Food Preferences	Gender	Age Range	Age Range	Life Stage	Net Worth
Credit Cards	Purchase Behavior	Age Range	Android/ Apple Household	Household 4+	Household 4+	Household Size
Location	Frequency of Eating Out	Household 4+	Media Preferences	Streamer?	Home Shopping	Recent Home Purchase



Personalization Solution + (RTR)

Delivers improved and enhanced personalization



Pair Campaign Attributes with CoreID and RTR attributes

If you've used CoreIDs in your audience creation you should be able to close the loop on recognizing those individuals by reading CoreIDs when visitors hit the brands site. All these attributes along with the CoreID could be loaded to a clients analytic tool

Common UTM Parameters Passed in Ad Campaign URLs

Parameter	Purpose	Example Value
utm_source	Identifies which site sent the traffic (referrer).	google, facebook
utm_medium	Defines the marketing medium.	cpc, email, banner
utm_campaign	Names the specific campaign or promotion.	spring_sale, newsletter1
utm_term	Identifies keywords for paid ads (optional, mainly PPC).	running+shoes
utm_content	Differentiates similar content or links within the same ad.	banner1, textlink
utm_id	Campaign ID for advanced tracking (optional).	1234

- Read this data from the referring url
- Append Epsilon 3P data to campaign data and store in web analytics tool
- 3P Data
 - CoreID
 - Demographics
 - Income
 - Other attributes
- Append CoreID (requires CoreID Service deployment)



Next Steps

- Identify Adobe Target Product Owner (Todd In process)
- Identify Epsilon Product Support (Kyle Larson Complete)
- Align with Adobe on how to scale into Adobe Client base (Pending)
- Identify exec and technical sponsors from DX (Pending: Abhinav & Shea)
- Identify Existing Epsilon Clients in Adobe's Target client list (Pending: Adi)
- **Definitive List of RTR attributes (Adi)**
- **RTR Pricing variables & examples (Adi)**

Create GTM Bundle

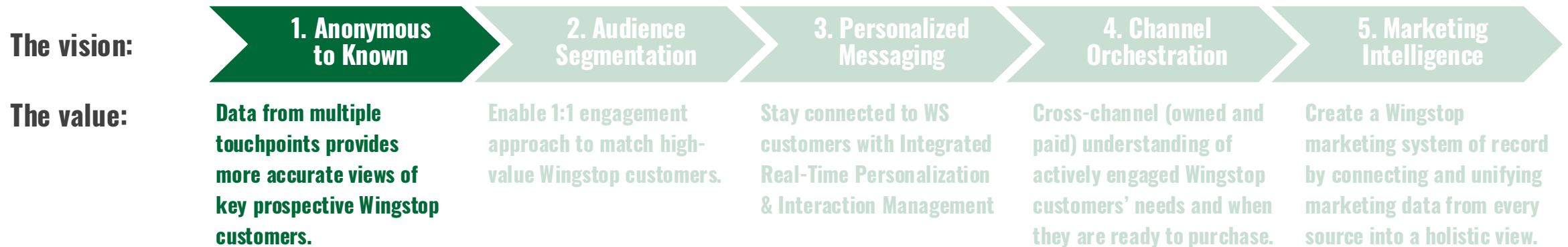
- **Document existing customer examples and create case studies (Pending Adi & Abhinav)**
- Capture implementation documentation 
- Add RTR content to Adobe solution catalog
- Create partner pitch deck (ROI, value prop, architecture)
- Validate scope of legal/ contracting docs



 Thank you

The Journey from Unknown to Guest to Opted-In

The Journey from Unknown to Guest to Opted-In



The features that enable it:

- | | | | | |
|--|---|--|---|---|
| <ul style="list-style-type: none"> • Leverage contextual attributes from Epsilon RTR • Create the WingID using CDP • Enhance the WingID with Epsilon Essentials | <ul style="list-style-type: none"> • Reconcile 30+ million profiles • Enable segmentation of Unified Profiles | <ul style="list-style-type: none"> • Real time personalized messaging and interaction • Interaction Studio and Google Analytics tagging • Baseline Interaction Studio implementation and campaigns/templates • Salesforce Marketing Cloud optimization | <ul style="list-style-type: none"> • Unified data is leveraged across channels to achieve 1:1 personalized messaging, where it is most valuable. | <ul style="list-style-type: none"> • Google Analytics tracking • Design Measurement Framework • Datorama Dashboard |
|--|---|--|---|---|

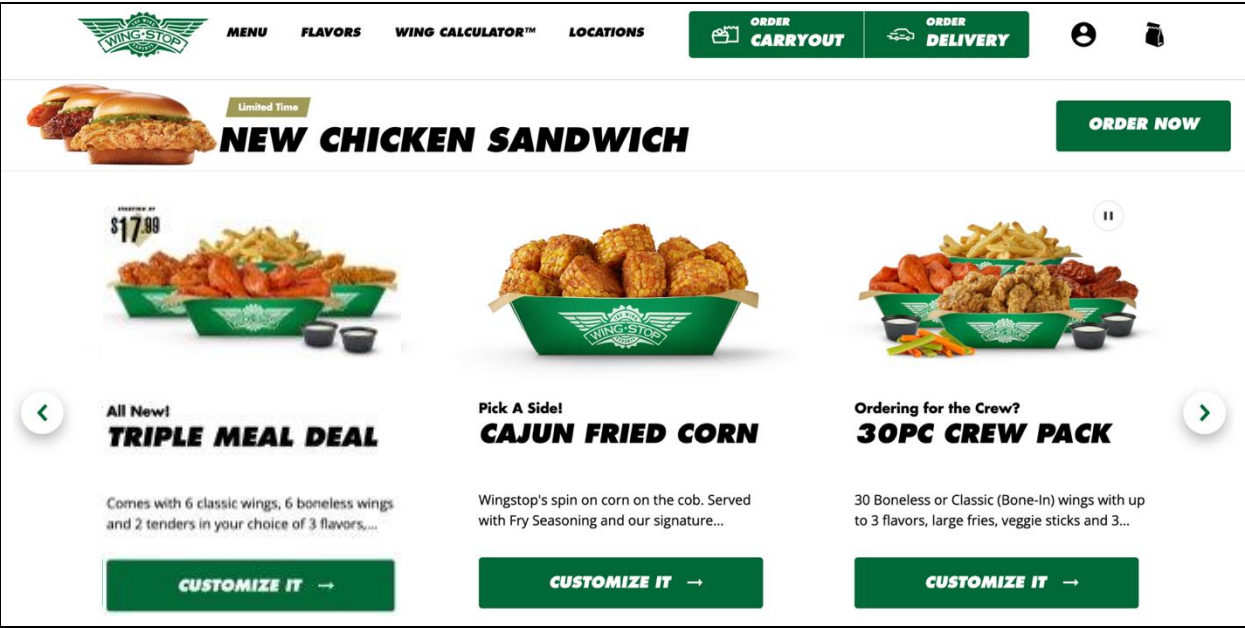
The Journey from Unknown to Guest to Opted-In



Meet Michael

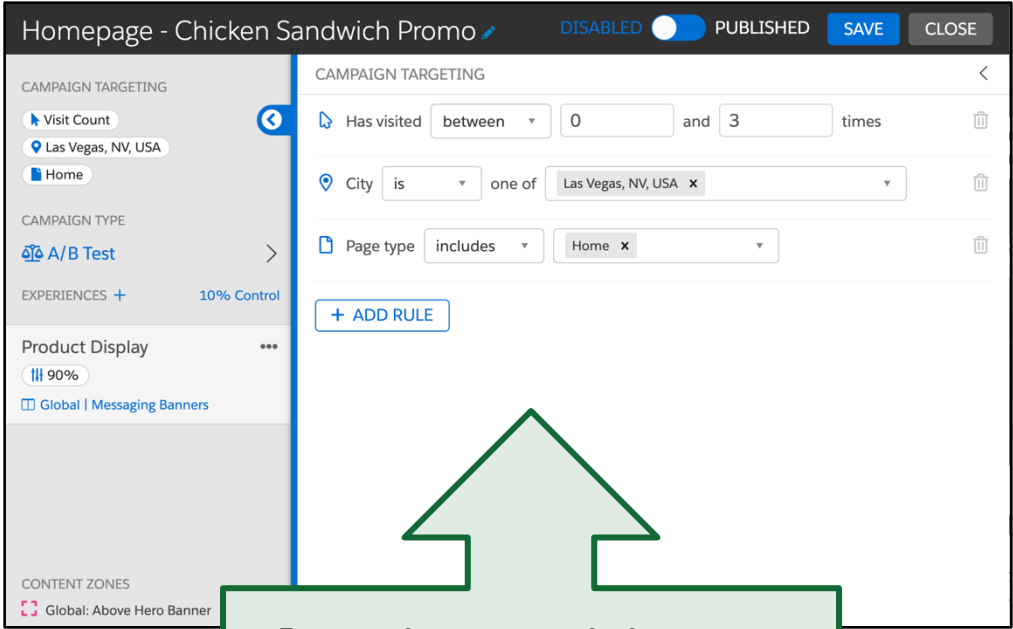
Data	• Anonymous ID
Technology	• Epsilon RTR • Interaction Studio • CDP Identity Resolution & Unification
Persona	• First-time visitor • Sports enthusiast • 2 personal emails

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 +

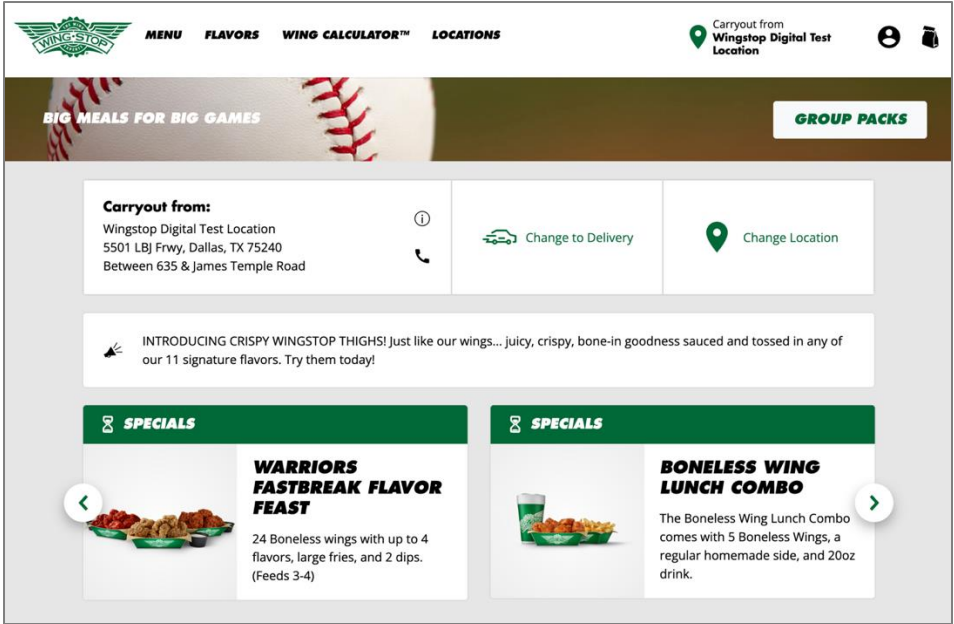
Salesforce Contact ID +

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.

[MENU](#)[FLAVORS](#)[WING CALCULATOR™](#)[LOCATIONS](#)

[ORDER CARRYOUT](#)[ORDER 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

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

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)

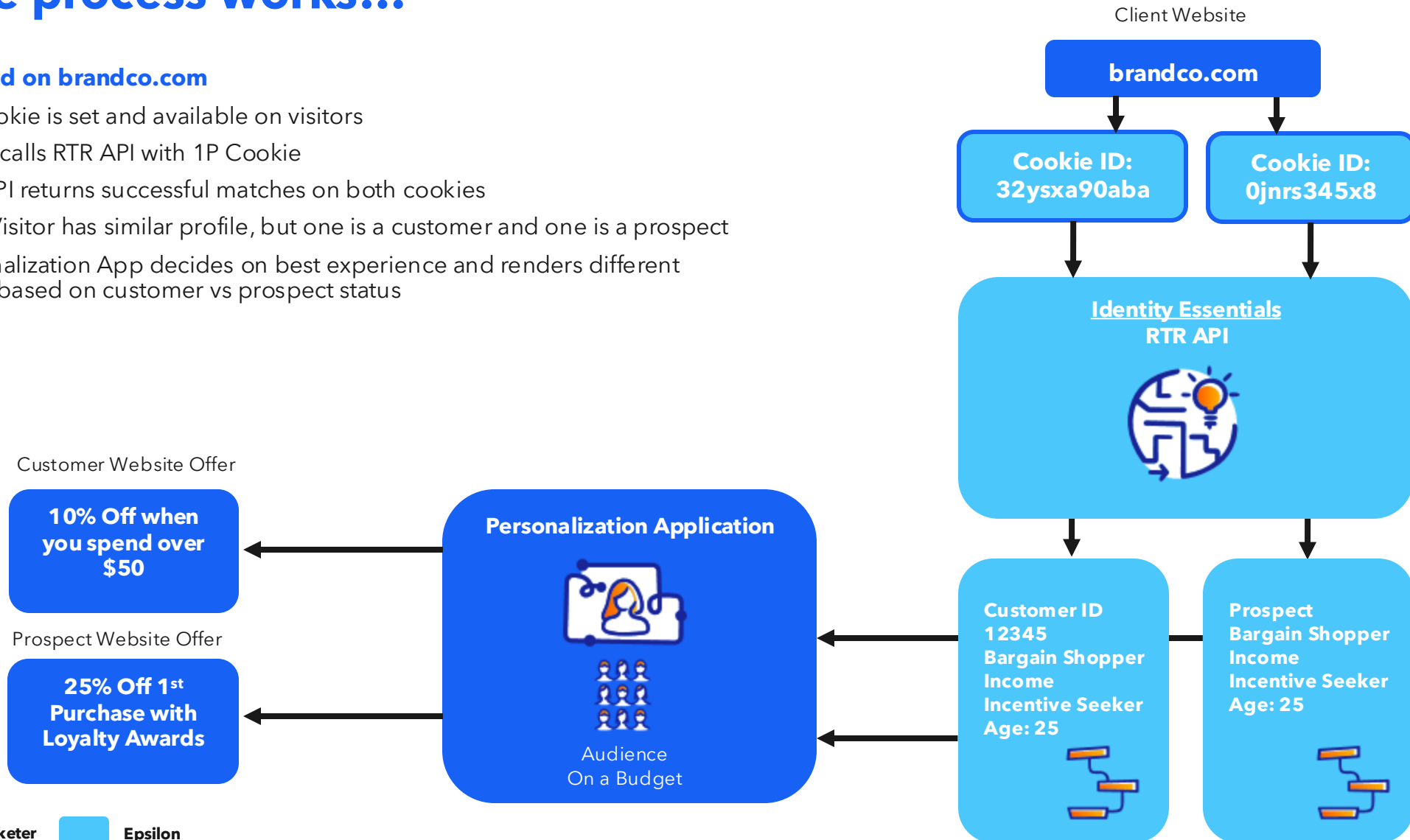


Real-time Recognition (RTR)

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



Goals - high level

- Win 4 new RTR clients in the next 6 months
- Grow awareness of RTR
 - Within Epsilon and PG
 - With partners (Adobe, Salesforce, Braze, Optimizely, etc.)
- Create GTM Materials
 - One-pager
 - Pitch deck
 - Social posts
 - PR announcement
- Align GTM Materials to Partners
 - Technology Partners (Product)
 - Clients (Revenue)
 - PG Agency Partners (Services)
 - Epsilon (Services + License)
- Account alignment with each partner
 - Share accounts
 - Qualify and prioritize targets



"How"

