



TotalSource Plus®

Gain a deeper understanding of consumers and connect with them across all channels

Overview

TotalSource Plus® (TSP) is a national consumer database with extensive insights on demographics, lifestyles and interests, purchase history, vehicle information and more. Spanning thousands of data points, TSP helps you connect with your best customers and prospects across all channels based on a detailed portrait of who they are and how they spend their time and money.

#1

ranked consumer file
in the industry, based
on third-party audit

2,000+

data points

265M

consumers

200M

households

30+

sources

EIGHT DIMENSIONS OF DATA

TotalSource Plus data attributes are grouped into eight dimensions tailored by category. Using this approach, Epsilon analytical services and multichannel delivery options can be easily customized to support your go-to-market strategy.



Learn more at epsilon.com/data

Sensitive personal data used in Epsilon products is collected with consent or not required



TSP SAMPLE ATTRIBUTES: GAIN UNPARALLELED CONSUMER INSIGHT

Solution Category	Marketing Challenges	Sample Attributes
Lifestyle		
 Self-reported lifestyles and interests	• What are the consumer's interests and preferences? • What motivates consumer spending and household decisions?	Interest in: • Books • Charitable causes • Collectibles • Cooking • Crafts • Gardening • Health • Insurance • Investments • Mail-order purchase categories • Music • Sports and recreation • Travel
Market Indicator		
 Purchase data covering all aspects of the recency, frequency and monetary value equation	• How do my customers spend their money? • How much and how frequently do my customers spend through each purchase medium?	• Categorical purchase • Information • Economic activity index: a unique measure of spending relative to income • Purchase date range
Market Trend		
 600+ propensity models to predict consumer purchase behavior, across all industries	• How do I find consumers who are in the market for the goods, services or products I provide?	• Amazon Prime Customers • Auto Warranty Purchasers • Budget Meal Planners • Cord Cutters • Credit Card Revolvers • Environmental Donors • Insurance Switchers • Likely Cruisers • Meal Kit Delivery Consumers • Online Broker Users • Paid Streaming Enthusiasts • Smart TV Owners • Socially Active on Facebook



TSP SAMPLE ATTRIBUTES: GAIN UNPARALLELED CONSUMER INSIGHT



Solution Category

Marketing Challenges

Sample Attributes

Automotive

Vehicle information at the household level

- What types of vehicles do my customers drive?
- Are my customers in the market to purchase new cars or automotive services?

- Class code
- First-seen date
- Fuel type
- Last-seen date
- Manufacturing code
- Mileage code
- Number of cars
- Number of trucks
- Number of vehicles
- Style code
- Vehicle make/model/year



Demographic

An in-depth view of household composition

- What's the composition of my target audience?
- How can I improve communications with my target audience based on their characteristics?

- Age (adult and child)
- Child age range by gender
- Dwelling type
- Education
- Ethnic group/religion
- Family composition
- Homeowner/renter
- Length of residence
- Marital status
- Number of generations
- Occupation
- Phone information



Financial

Household income, credit card capacity, financial stress indicators, home value and net worth

- What's the consumer's ability to pay?
- How does the household use credit?
- What are the consumer's income and assets?

- Aggregate credit
- Credit card type
- Home market value
- Income
- Marketing profitability
- Net worth
- Presence of credit card
- Property descriptors



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Solution Category

Marketing Challenges

Sample Attributes

Health

Unique wellness and health related information

- What health and wellness-related lifestyles do my customers have?

- Advanced Home Health Testers
- Basic Home Health Testers
- Proactive Home Health Testers
- Reactive Home Health Testers
- Pre-Diabetic Consumers
- Prescription Birth Control Users
- Health Influencer Followers
- Health Brand Followers
- Facial Skincare Enthusiasts



Trigger

Time-sensitive insights into consumers' life stages and events

- How can I gain time-sensitive insights into major life events and identify when consumers will be most receptive to my offer?
- How can I cross-pollinate my products and services and deepen my customer relationships?

- Household income change
- New adult
- New first child (0-2) in household
- New young adult
- Newly married
- New pre-driver
- Newly retired
- Newly single
- Recent empty nester

APPLY TSP DATA TO YOUR BUSINESS

- **Straight list selects/list rental:** Find your target audience for your next campaign
- **Data overlay/enhancement:** Overlay TSP data onto your database for a complete view of your customers
- **Data licensing (indirect):** Put our data to work in your environment

PRIVACY PRACTICES

Epsilon is committed to the responsible use and disclosure of personal information for marketing purposes. TSP processing includes elimination of records that don't meet input standards, with various checkpoints throughout the process.

Learn more at epsilon.com/data