



Epsilon PeopleCloud

A suite of modular, integrated products, powered by identity

Your brand may have lots of data. But how much value are you getting out of it?

We'll help you make sense of your data by organizing it and attaching it to our person-based, real-time consumer data, so you can see your customers across all their online and offline activity.

Once you have a clear view of each customer, you can build more powerful customer experiences on any marketing channel. There are endless possibilities, and you can start anywhere that makes sense for your business goals.

Products that fuel your business growth



Customer

Unifies and strengthens your customer data, so you can market to each person more accurately and effectively across platforms—increasing your retention and share of wallet.



Loyalty

Delivers a unique, memorable marketing experience to each customer, powered by real-time data and industry-leading tech that grows with your loyalty needs.



Messaging

Builds timely, personalized conversations on the channels your customers use every day, like email and SMS.



Discovery & Prospect

Allows you to discover valuable in-market prospects and reach them with messages aligned to their interests, across paid and owned channels.



Digital

Builds and delivers dynamic digital messages across the devices of the right in-market customers and prospects.



Retail Media

Helps retailers earn more revenue from their inventory and assets, and helps brands achieve person-level scale, performance and insights.

Your trusted partner, backed by the power of Publicis Groupe



Winner, Adweek Best of Tech: Identity, Data & Email



Leader, Sell-Side Retail Media Solutions, Forrester



Leader, Email Marketing Service Providers, Forrester



Leader, Customer Data Strategy & Activation Services, Forrester



Leader, Loyalty Technology Solutions & Loyalty Service Providers, Forrester



Leader, IDC MarketScape, Worldwide Customer Data Platforms



Leader, IDC MarketScape, Worldwide Demand-Side Platforms



Leader, IDC MarketScape, Worldwide Data Clean Room Technology



First company accredited by the MRC for outcomes



How it works

1 Organize your data

- Connect everything you know about each person to a long-lasting CORE ID
- Fill the gaps with real-time insights
- Discover new people, not yet on your radar, who are ready for your products

2 Activate your data to meet customers where they are

- Reach customers across any device and channel they use
- Deliver personalized messaging at the moment they're ready to act
- Keep your conversations consistent, wherever you reach them

3 Measure what's working (and what isn't)

- Connect all activity to your business goals—not vanity metrics like clicks and impressions
- Get reporting to validate the results for yourself (and for your executive team)

4 Optimize your performance as you go

- Continuously refine your marketing while it's running, to get the most out of every dollar

By the numbers

Epsilon PeopleCloud products are all powered by CORE, the platform that builds personalized customer journeys with hyper speed and precision.



CORE Onboarding

Match and reach more of the right people

75% of customer records match to an actual individual with a home address, not just a device or email address

85% of matched customers are reachable across channels, so you'll deliver to the ones that are right for them



CORE ID

Recognize people across all channels for years

200M+ real people you can reach today

25+ years of home addresses, for connections that last for decades



CORE Data

Understand your customers even when they're not with you

7,000+ person-level attributes, for a deep understanding of each customer

720B+ online interactions observed daily, for the freshest, most recent view of people

\$15T in person-level transactions, to see the online & offline sales driven by your marketing



CORE AI

Personalize each customer's experience in milliseconds

2B+ model updates every 5 minutes, to reach your customers at exactly the right moments

1T+ real-time daily decisions to deliver perfectly crafted messages to each person

98% of all impressions delivered to individuals (not cookies or devices), ensuring your ad dollars aren't wasted