

PRODUCT BRIEF:

Optimizer Suite: Click

Optimizer Suite: Click At A Glance

- Access Shoppers Voice® Panel
- Online A/B Testing



Measure the success of your communications before taking them to market. Which message will generate the greatest response?

It's a question we all ask ourselves when developing a campaign. There is always a handful of ways you can communicate a single-minded message to consumers.

Understanding which one provides the strongest return on your marketing dollars, however, is usually at the expense of a costly in-market test ... but it doesn't need to be.

With Click, as a part of the Optimizer Suite of solutions, you can measure response rates for your messages before making them consumer facing. You pick the target. You choose the messages. We deliver quantitative results that identify the highest possible performing message to maximize your marketing dollars.

How does it work?

Consumers in your key target audience from the Shoppers Voice® Panel (500,000 Canadian consumer households and more than six million

US consumer households), receive an email communication that includes a subject line, incentive, and visual that features a different key message. They are asked to 'click' for a coupon or special offer for your featured product or brand. The results indicate the message that generated the greatest response.

Core communication metrics measured include:

- Uniqueness
- Believability
- Likeability
- Trial/purchase interest
- Perceived value
- Demographic and profiling variables

Call or email us today.

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About Us

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit epsilon.com.**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit epsilontargeting.com.**