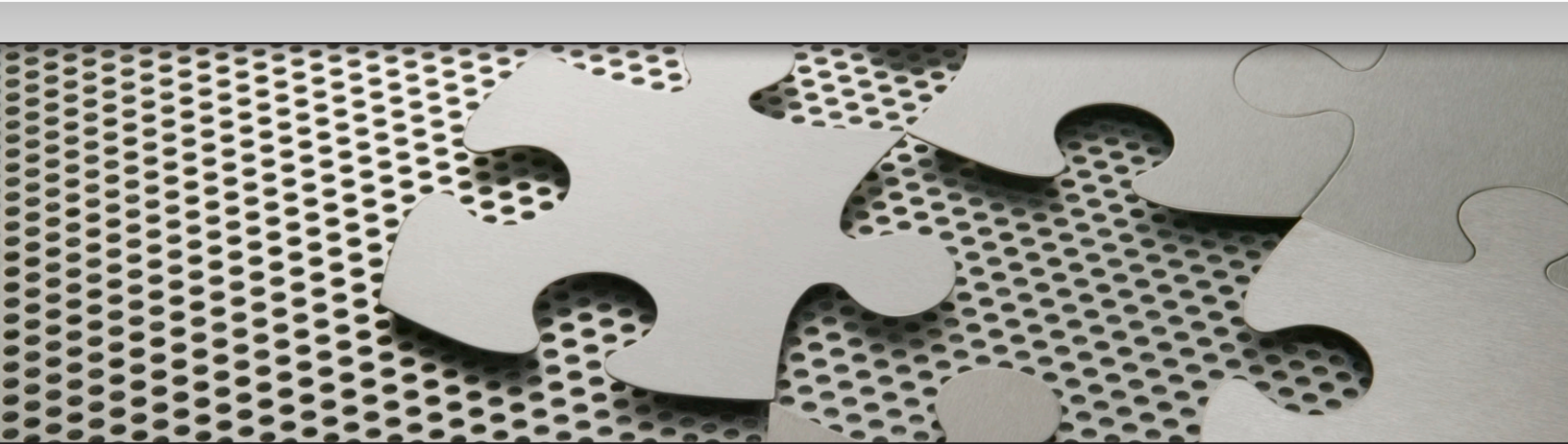


## TOTALSOURCE PLUS™



### THE COMPREHENSIVE DATA SOURCE FOR UNPRECEDENTED INSIGHT

Finding customers. Building relationships. Generating growth.

When marketing decisions are based on a sound understanding of your customers, consumers reward you by responding to your offer. To accomplish this, marketers today require even greater insight to identify the right consumer and deliver the most relevant offer to them, across multiple channels.

At Epsilon Targeting, we've made it easy for direct marketers to leverage the most comprehensive data source available today – across five key dimensions – to drive performance and get the most out of their marketing investment. Powered by Epsilon Targeting's rich and robust data, this new approach helps marketers get the most out of their investment and drive ROI. TotalSource Plus™ provides the knowledge and answers to the following questions:

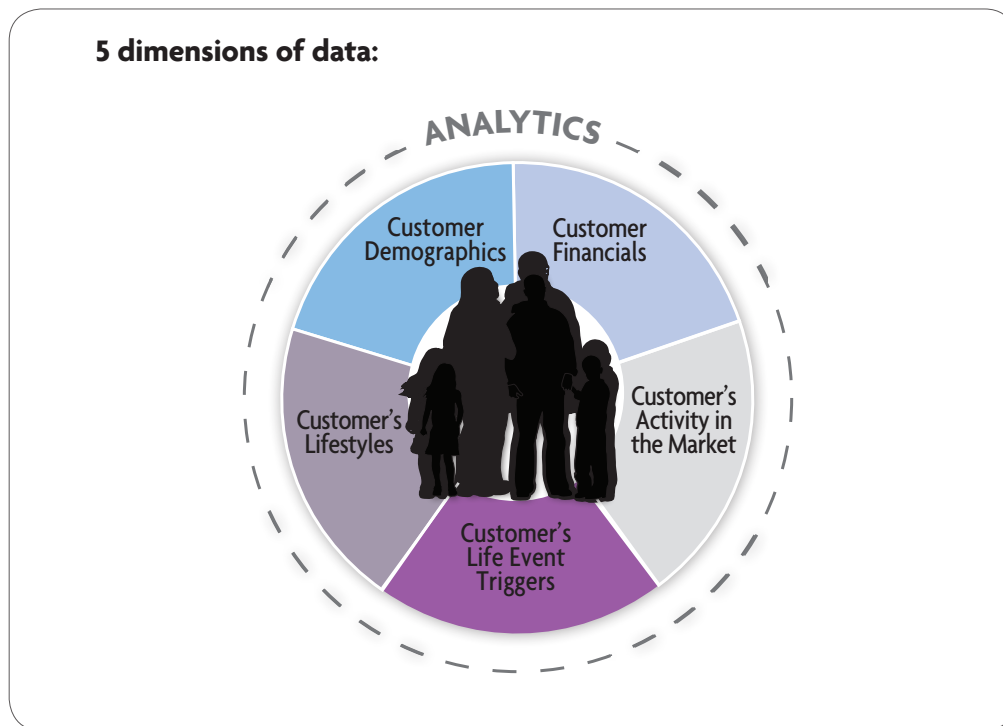
- What customer behaviors are you trying to predict or influence?
- What level of identifying information is available on your customers?
- Via which channels will you be interacting with customers?
- What level of refinement do you need in marketing data?

**Epsilon Targeting's TotalSource Plus™ delivers highly descriptive, proprietary data to deliver deep customer insight to multiple industries including:**

- Direct-to-Consumer
- Multichannel Retail/Catalog
- Insurance
- Financial
- Telecommunications
- Travel & Hospitality
- Consumer Packaged Goods
- Pharmaceutical
- Nonprofit Organizations

## FROM INSIGHTS TO ACTIONS

Our 5 dimensions of data are designed to meet your business objectives and marketing data requirements from one single source. You get multiple perspectives for a more holistic customer view.



## APPLY EPSILON TARGETING'S TOTALSOURCE PLUS DATA TO YOUR BUSINESS

- ❖ Data Overlay/Enhancement – Overlay Epsilon Targeting data onto your database for a complete view of your customers.
- ❖ Straight List Selects/List Rental – If you have a specific campaign and target audience, we have the data to turn your insights into action.
- ❖ Data Licensing (Reseller/Non-Reseller) – Put our data to work in your environment.

## EPSILON TARGETING LIST SELECT: INSIGHT WITHIN EASY REACH

Our direct access system, Epsilon Targeting List Select (ETLS) puts the information at your fingertips. ETLS' streamlined design makes it easy for marketers to pull highly targeted prospect lists and rank order their target universe to easily and quickly support go-to-market strategies.

## DATA

Our TotalSource Plus™ approach enables you to quickly identify the insights you need to address your critical business questions. All data attributes are grouped into dimensions which are tailored by category. Using this approach, Epsilon Targeting analytical services and multichannel delivery options can be easily customized to properly support your go-to-market strategies.

### Unparalleled Insight Into Your Customers

Below is a sample of data elements.

Solution Category	Issue	Sample Attributes	
<b>Demographic Dimension</b> Unparalleled coverage and accuracy of core demographic characteristics of individuals and households	<ul style="list-style-type: none"> <li>• What is the composition of my target audience?</li> <li>• How can I improve communications with my target audience once I identify their characteristics?</li> </ul>	<ul style="list-style-type: none"> <li>- Age (Adult and Child)</li> <li>- # of Adults in Household</li> <li>- # of Children in Household</li> <li>- Child Age Range by Gender</li> <li>- Dwelling Type</li> <li>- Ethnic Group / Religion</li> <li>- Family Composition</li> <li>- Household Education</li> <li>- Marital Status</li> </ul>	<ul style="list-style-type: none"> <li>- Length of Residence</li> <li>- NICHES 2.0</li> <li>- Number of Generations</li> <li>- Occupation</li> <li>- Homeowner / Renter</li> <li>- Phone Information</li> <li>- Birth Date / Birth Month (Adult)</li> <li>- Birth Date / Birth Month (Child)</li> </ul>
<b>Financial Dimension</b> A 360 degree view of a consumer's financial situation, with comprehensive income, credit, debt and asset data	<ul style="list-style-type: none"> <li>• What is the consumer's ability to pay?</li> <li>• How does this consumer use credit?</li> <li>• What are the consumer's income and assets?</li> </ul>	<ul style="list-style-type: none"> <li>- Household Income</li> <li>- Net Worth</li> <li>- Home Valuation Model</li> <li>- Target ValueScore™  <ul style="list-style-type: none"> <li>● Bankcard ● Retail ● AutoFinance</li> </ul> </li> <li>- Home Sale Price and Mortgage Amount</li> </ul>	<ul style="list-style-type: none"> <li>- Available Home Equity and Loan to Value</li> <li>- Property descriptors, e.g. lot size</li> <li>- Type of Credit Card</li> <li>- Presence of Credit Card</li> <li>- Target Neighborhood Credit™</li> </ul>
<b>Lifestyle Dimension</b> Identify the right customer for your customer by tapping into a wealth of information that spans consumer lifestyles and behaviors.	<ul style="list-style-type: none"> <li>• How can I gain insight into consumers' interests and preferences?</li> <li>• What motivates consumer spending and household decisions?</li> </ul>	Interest in: <ul style="list-style-type: none"> <li>- Books</li> <li>- Charitable Causes</li> <li>- Cooking</li> <li>- Crafts</li> <li>- Gardening</li> <li>- Investments</li> <li>- Sports and Recreation</li> </ul>	Interest in: <ul style="list-style-type: none"> <li>- Music</li> <li>- Travel</li> <li>- Collectibles</li> <li>- Health</li> <li>- Insurance</li> <li>- Mail Order purchase categories</li> </ul>
<b>Market Indicator Dimension</b> Provides insight into each component of the recency, frequency, monetary equation.	<ul style="list-style-type: none"> <li>• How do my customers spend their money?</li> <li>• How much and how frequently do my customers spend through each purchase medium?</li> </ul>	<ul style="list-style-type: none"> <li>- Economic Activity Index - a unique measure of spending relative to income</li> <li>- Channel Preference</li> <li>- Seasonality</li> <li>- Change in Spending</li> </ul>	- RFM variables including: <ul style="list-style-type: none"> <li>● Dollars spent</li> <li>● Total number of purchases</li> <li>● Recency of purchase</li> </ul>
<b>Trigger Data Dimension</b> Time-sensitive insights target consumers by life stage	<ul style="list-style-type: none"> <li>• How can I identify when consumer prospects will be most receptive to my offer?</li> <li>• How can I cross-pollinate my products/ services and deepen my customer relationships?</li> </ul>	<ul style="list-style-type: none"> <li>- New first child (0-2) in HH</li> <li>- Newly Married</li> <li>- New Single</li> <li>- New Adult</li> <li>- New Young Adult</li> <li>- Household Income Change</li> <li>- Target ValueScore™ Change</li> </ul>	<ul style="list-style-type: none"> <li>- Credit Card Change</li> <li>- Change in Home Market Value</li> <li>- Newly Retired</li> <li>- Mortgage Expiration</li> <li>- New Pre-Driver</li> <li>- Recent Empty Nester</li> </ul>

# epsilon<sup>®</sup> Targeting

Epsilon Targeting  
1.800.603.4555  
epsilontargeting@epsilon.com

[epsilontargeting.com](http://epsilontargeting.com)

