

Data Quality Audit



Know more, do more
and expect more from
your data with Epsilon's
#1 ranked consumer file

Because of our commitment to high-quality, performance-driven data, we authorized an in-depth, third-party audit of our compiled consumer file, TotalSource Plus® (TSP). As a benchmark, the audit compared four main competitors with similarly positioned multi-sourced consumer databases:

Epsilon, Acxiom, Experian, KBM Group

BY THE NUMBERS

#1

Epsilon's combined ranking when looking across all metrics measured in this audit

METHODOLOGY

To eliminate the potential for bias, the audit was performed by an objective, third-party company specializing in primary research and advanced analytics.

Two data sets were purchased from each vendor:



A saturation sample from specified geographies



Data enhancement, where data was appended to a set of name/address records

The analysis focused on:

- File size & completeness
- Data coverage
- Data accuracy
- Element similarity
- Data performance
- Reverse-append rate

OVERALL SCORECARD

Epsilon ranked #1 across combined metrics.

Vendor	Overall coverage	Element coverage	Element accuracy	Data performance*	Combined ranking
Epsilon	1	2	1	1	1
Vendor A	3	4	4	3	4
Vendor B	4	3	3	2	3
Vendor C	2	1	2	N/A	2

*Data performance in the value-added model

KEY FINDINGS

1

Epsilon is the clear overall winner, with the **strongest consumer file per industry standards**.

2

Epsilon leads for **overall data coverage and accuracy, customer identification and performance** in the value-added model.

3

Epsilon **ranks second for element coverage**. Vendor C has the highest element coverage across a range of typical data elements, but lower accuracy.

4

Several competitors trade off between accuracy and coverage, while Epsilon is the **overall winner for both**.

5

Since the last quality audit, we've continued to invest in file quality to maintain our top spot and improve in several key areas. Notably, we rose to **first place for element accuracy** and saw a huge improvement in coverage for adult age, gender and ethnicity.

Strong marketing is rooted in strong data, but not all data is equal. **This audit shows that Epsilon has a clear advantage over other data providers when all measurement factors are considered.** Epsilon's unrivaled data accuracy, coverage and performance provide marketers with the best audiences and insights for use across all channels.

With Epsilon, you'll have the power to know more, do more and expect more from your data, so you'll make every customer and prospect interaction count.

Read on for a deeper dive into the results.

RESULTS HIGHLIGHTS

1. Overall coverage

These findings are from the saturation sample analysis of overall file size: 162 block groups representing approximately 100,000 households.

Epsilon ranks first for overall coverage, driven by strong address-level and multichannel coverage, with over 2x as many phone and email records as any other vendor.



What does this mean? With Epsilon data, you'll get higher identification rates across all consumer touchpoints for more effective omnichannel marketing.

2. Element coverage

Element coverage is the percent of records provided for an element that contains an inferred or known value. Coverage was compared across vendors and elements, with focus on 14 core demographic elements.

- Epsilon ranks second for element coverage, with a huge improvement in adult age, gender and ethnicity compared to the last audit.
- Although Vendor B has more adults ages 18–34 on its file, it has the lowest accuracy for adult age.
- All competitors have a significantly higher percentage of male vs. female (60/40). Epsilon is more balanced and aligned with Census percentages (nearly 50/50).



What does this mean? Epsilon data provides you with strong, accurate data element coverage.

3. Element accuracy

GfK Mediamark Research & Intelligence (MRI) Fall 2017 Survey of the American Consumer® was the truth set by which each vendor was evaluated.

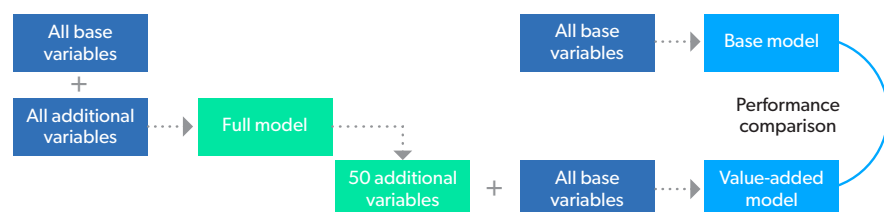
- Epsilon is the overall winner, with the highest element accuracy for: age, income, presence of a credit card, marital status and occupation.
- Epsilon led with 90%+ accuracy for ages 18–24, a coveted segment.
- Nearest competitors trailed by 5% for age and 7% for income.
- When eliminating inferred data and focusing on specific data only, Epsilon accuracy rates rise to first place for presence of children and home ownership.



What does this mean? Our commitment to data accuracy ensures that you're reaching the right consumers and maximizing your marketing's effectiveness.

4. Data performance

Data performance was measured by how well each vendor's data elements were able to predict whether a trip to Alaska, Hawaii or a foreign country was made in the past 3 years. The goal of the analysis was to evaluate how additional variables enhance model prediction performance compared to the base model.



- Additional elements from Epsilon TSP improved model performance most significantly compared to the other vendors.
- Epsilon's model is well-balanced across base elements and value-added elements, some of which are sourced from our proprietary consumer survey.
- Elements driving model performance included neighborhood credit, ethnicity, lifestyle donor, purchase transaction information, wealth and property characteristics.



What does this mean? TSP's depth, breadth and variety of data informs the most predictive models, so you'll find the right consumers to meet your goals.

5. Reverse append analysis

Reverse append match rates for email and phone were evaluated across common competitors.* Each sample consisted of 50,000 records sourced from the auditor's customer base, and was limited to those with transactional activities within the past 6 months.

Epsilon has the highest reverse append rates for both email and phone (76% and 59% respectively). The nearest competitors trailed by nearly 12% for email reverse append and 6.5% for phone reverse append.



What does this mean? With Epsilon, you'll get the most contact information to identify consumers and improve onboarding match rates for greater reach across channels.

Know more, do more and expect more from your data.

For more information, visit epsilon.com/data or call us at 800 309 0505.

PRIVACY PRACTICES

Performance should never come at the cost of privacy. To succeed, you need data that's transparent, verifiable and trustworthy. 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.

*This analysis compared Epsilon, Acxiom, Experian, Anchor Computing and Infogroup. KBM Group was not included.