

5 STEPS TO SELECTING THE RIGHT DATA PROVIDER

Reaching the right people with messages that motivate them to act is difficult—but without quality data, it's nearly impossible.



Poor data costs the U.S. economy **\$3T each year**



30% of business revenue is lost due to poor data quality

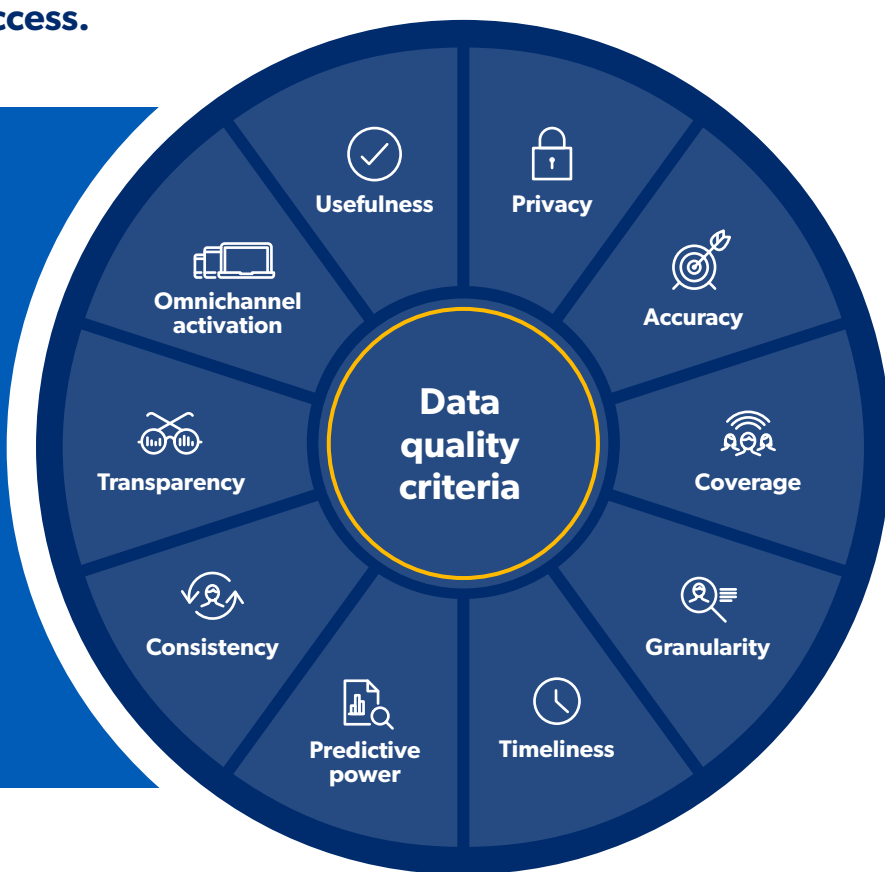
So how do you know if you're using quality data?

Here are **five ways** to pick a data provider that will set your marketing up for success.

1 Start by asking the right questions.

When you're evaluating a partner, make sure they can answer questions like "What are your average match rates?" and "Are you using a consistent Identity for each consumer across all channels?"

Industry organizations like the ANA provide objective materials to help guide your conversations.



2 Prioritize partners with third-party verification.

How does that data partner measure up to marketing industry standards? Seek data that has been verified by multiple independent sources.



Epsilon provides the **#1 ranked consumer file** for data quality

3 Make sure the data partner puts transparency at the forefront.

Your chosen data partner should be able to provide you with information on where their data came from, how it was collected, whether it was manipulated or modeled, along with any rules for defining it against a particular audience segment.

EPSILON®

1st certified recipient of the IAB Data Transparency label

Consult the IAB Tech Lab's Data Transparency Label—the only standard measure for data transparency—for confidence in your data provider's audiences.



4 Determine if the level of data accuracy meets your brand's standards.

Data accuracy is critical—but hard to measure. Finding the right solution to measure accuracy across the breadth of data available today is essential.



For every **\$1** spent on media, **21 cents** are wasted due to poor data quality*

Epsilon has partnered with Truth{set} to develop an independent, standard score to measure data quality across multiple metrics. We continue to look for new methodologies and partners our clients trust to independently validate our accuracy—all reputable data providers should do the same.

5 Understand the provider's perspective on privacy.

Performance should never come at the cost of privacy.



90% of consumers have taken recent action to protect their privacy online

The privacy landscape is continually evolving. A quality data partner should be able to explain not only how they comply with current regulations, but how they are preparing for future regulations.



Quality is critical.

It's the quality of your data that's going to determine if you can effectively market to people on a 1:1 level—so it's critical you work with a partner that gets data quality right. Learn more about how Epsilon will help you maximize your marketing's effectiveness in this e-book: How to assess data quality in an omnichannel world.