




EPSILON®



## Creating connections: An Epsilon client story.

**Jim just upgraded all of his company laptops to the latest Dell software, but how did he get here?**

### The story:

As an IT manager, Jim relies heavily on having the most trusted hardware. His company has traditionally used Dell products because Jim knows their reputation for quality and service. Epsilon helped Dell to create lifecycle email marketing programs, that use Jim's buying preferences and technology needs to create highly personalized communications.

### The results:

Jim now knows exactly what hardware needs to be upgraded and when and he upgrades more often than ever. Dell is able to suggest the best and most relevant products to suit his needs. And Jim's not alone. Dell customers across the globe are now better connected than ever with Epsilon's advanced email marketing programmes and lifecycle communication strategies.



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