

# Data-driven loyalty. Always on.

Trusted brands are built with the right blend of technology and expertise. Here's a closer look at how Epsilon Loyalty uses high-quality data and personalization to help brands drive meaningful engagement, sustained participation and long-term loyalty.



## 1:1 Member Journey

Deliver seamless interactions tailored to each member

### How it works

- Motivate behaviors with personalized experiences
- Trigger activation across channels
- Connect in real time at scale

### Real-world impact

- Drive deeper engagement through real-time personalization across the member journey
- Fuel active participation with milestone-based incentives
- Drive repeat purchases with targeted rewards



## Customer and Member profiles\*

Maintain dynamic profiles that evolve with each member

### How it works

- Unify member profiles (from multiple data sources)
- Enrich profiles with behavioral signals
- Connect member identities across channels

### Real-world impact

- Build precise segmentation with complete member views
- Identify high-value members and customize offers
- Avoid fragmented member experiences



## Data-Driven Outcomes

Turn every touchpoint into actionable, AI-driven insights

### How it works

- Unify and cleanse data across sources
- Identify trends and surface actionable insights
- Enable real-time data for personalized activations

### Real-world impact

- Consistently reach members across channels
- Create campaigns to retain at-risk members
- Adapt engagement in real time with data-driven insights



## Supporting Services & Offerings\*

Get expert guidance and hands-on support

### How it works

- Support program design, launch and optimization
- Provide industry expertise and best practices
- Share programmatic playbooks for strategic and operational improvement

### Real-world impact

- Reduce onboarding time for faster program launches
- Increase ROI through more informed decision-making
- Continuously improve program performance with expert analysis



## Consumer Privacy\*

Protect member data while building trust

### How it works

- Comply with global privacy standards
- Respond quickly to consent changes
- Adapt to evolving privacy expectations

### Real-world impact

- Build trust with transparent privacy controls
- Protect your brand with responsible data use
- Stay ahead of risk with automated consent management

\*Indicates criteria where Epsilon received the highest score possible in The Forrester Wave™: Loyalty Platforms, Q4 2025.