REPORT

PREPARING FOR A WORLD WITHOUT THIRD-PARTY IDENTIFIERS

The marketer's perspective on the phaseout of third-party cookies and MAIDs

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There's been a lot for marketers to lament about the past year—and the imminent death of third-party identifiers (3PIDs) is part of it. In January, Google announced it would phase out third-party cookies (3PCs) in Chrome, and in June, Apple made a similar announcement about their device identifier for advertisers (IDFA).

Google and Apple claim that 3PID deprecation is about honoring consumer privacy. But it's also true that these companies' moves personally benefit them, because their direct customer relationships will keep them relatively unaffected while many other identity solutions are weakened—limiting brands' options for identifying consumers online.

Adtech companies, agencies and publishers are scrambling to solve for this disruption. And while there's been much reporting and speculation by industry pundits, firsthand marketer sentiment is hard to come by.

So, Epsilon conducted a survey to find out:

How do marketers feel about these changes?
And what are they doing to prepare?

This report includes the top findings from our research, plus key insights by industry, including **consumer packaged goods, financial services, restaurants, retail and travel.**

Read on to see how your colleagues are responding to 3PID deprecation, and how we think marketers should prepare.

What's a third-party identifier (3PID)?

Third-party identifiers are standardized data points from external sources that are typically used to resolve the identity of an individual online in order to target them with highly personalized advertising and measure campaign performance. Examples include:

- **3PCs (third-party cookies):**
  Tracking cookies in a user's browser that were placed by a web domain other than where the user is currently browsing.
- **MAIDs (mobile ad identifiers):**
  A unique identifier on a user's mobile device used for the purposes of ad campaign targeting and performance measurement.
- **Email address**
- **IP address**

METHODOLOGY

In partnership with Phronesis Partners Inc., Epsilon conducted an online survey of 259 U.S. marketers who are key decision-makers or influencers for digital advertising in their organizations across the retail, financial services, CPG, restaurant and travel industries. The survey ran from August 26 through September 15, 2020. Respondents were screened to be at least “somewhat familiar” with the deprecation of 3PCs. Please note that in charts, percentages may not total 100% due to rounding.

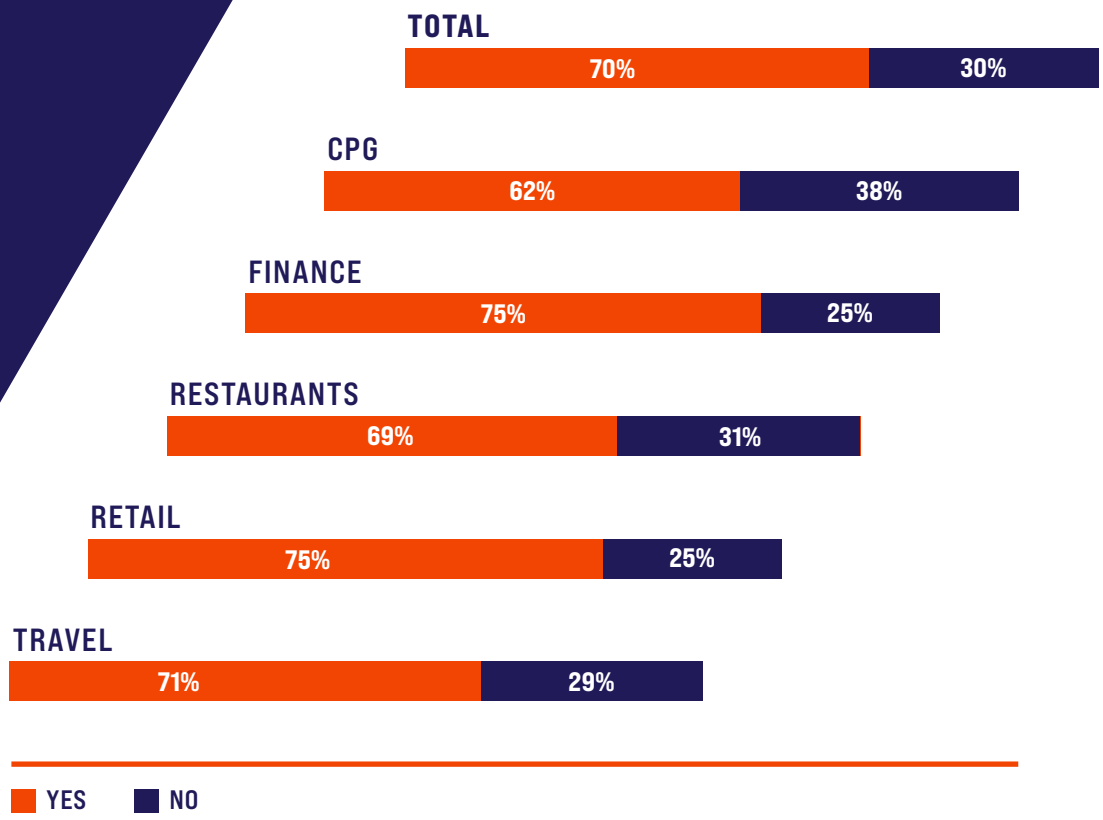
01

70% OF MARKETERS SAY THE INDUSTRY IS HEADED IN THE WRONG DIRECTION

Most marketers believe digital advertising will take a step backward as a result of these changes, making it more difficult to personalize ads and prove marketing effectiveness.

This sentiment was strongest in the retail and finance sectors.

DO YOU THINK DIGITAL ADVERTISING WILL TAKE A STEP BACKWARD IN TERMS OF PERSONALIZING & PROVING MARKETING EFFECTIVENESS AS A RESULT OF THESE CHANGES?



70% OF MARKETERS SAY THE INDUSTRY IS HEADED IN THE WRONG DIRECTION

RETAIL

Retail marketers rely heavily on cookie data to serve personalized ads, which help their brands to stand out in a crowded market. According to Forrester research, 73% of retailers already struggled with scale and audience recognition before the prospect of 3PID deprecation. They'll need to find new sources for consumer data and adjust their identity programs to continue reaching the right people with relevant messages.

Interestingly, there's also a big upside to 3PID deprecation for retailers: Their customer data becomes that much more valuable to the brands they work with. Previously, only large non-niche brands like Amazon, Walmart and Target could monetize their customer data by building their own media network. Now, less access to data across the marketing ecosystem opens up that opportunity to more retail brands.

FINANCE

Financial services marketers already operate in a complex system with high levels of regulation. Loss of identifiers only compounds the challenge. Forrester found that 68% of finance brands struggled to message the correct person across devices and browsers, pre-3PID deprecation. Without the right identifiers, they risk losing efficiency and wasting marketing spend. They'll need to find new ways to achieve holistic customer views and deliver relevant ads within the confines of compliance.

CPG

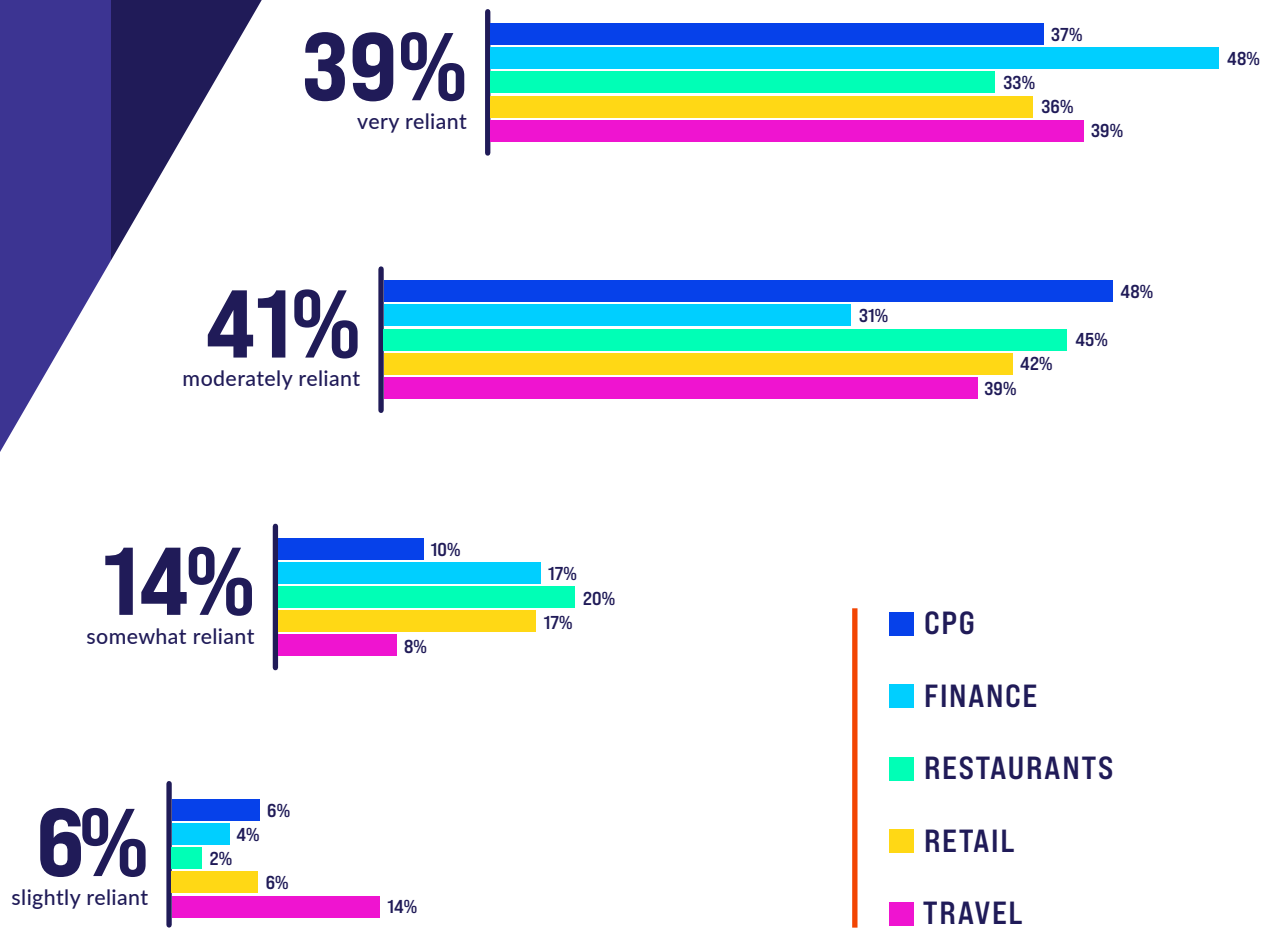
CPG marketers are the least concerned about operating without online identifiers, perhaps because they've historically functioned with limited consumer views due to their indirect relationships with end customers.

02

MARKETERS DEPEND ON 3PCs

About **80% of marketers across all five industries** are "very reliant" or "moderately reliant" on 3PCs for digital advertising.

HOW RELIANT ARE YOUR DIGITAL MARKETING EFFORTS ON 3PCs?



MARKETERS DEPEND ON 3PCs

TRAVEL

Nearly 14% of travel marketers said they're only "slightly reliant" on 3PCs, compared to just 2–6% of marketers in other industries. This is likely because some travel brands have decent access to first-party data through online travel agencies (OTAs), like Kayak, Orbitz and Priceline.

But travel brands struggle to get a full view of guests who don't book directly, so they must rely on cookies. Airlines and loyalty programs help connect the dots, but hotels in particular have a hard time converting guests into repeat visitors—and it's more difficult to identify non-loyalty members. Throw COVID into the mix, and there's the additional challenge of identifying people who aren't often logging into their loyalty programs, checking their app or booking trips due to less frequent or non-existent travel.

RETAIL

More than with any other industry Forrester surveyed for their identity research, retailers rely on email, IP addresses and website login data to identify customers across devices and touchpoints. Despite this heavy reliance on certain identifiers, these brands have a significant opportunity to improve their use of transactional data. At the time of this survey, only 44% of retail marketers were using offline transactional data, and perhaps more surprisingly, only about half of them were using online transactional data to identify customers. It's increasingly important for retail—and other industries—to incorporate transactional data in a post-3PID world.

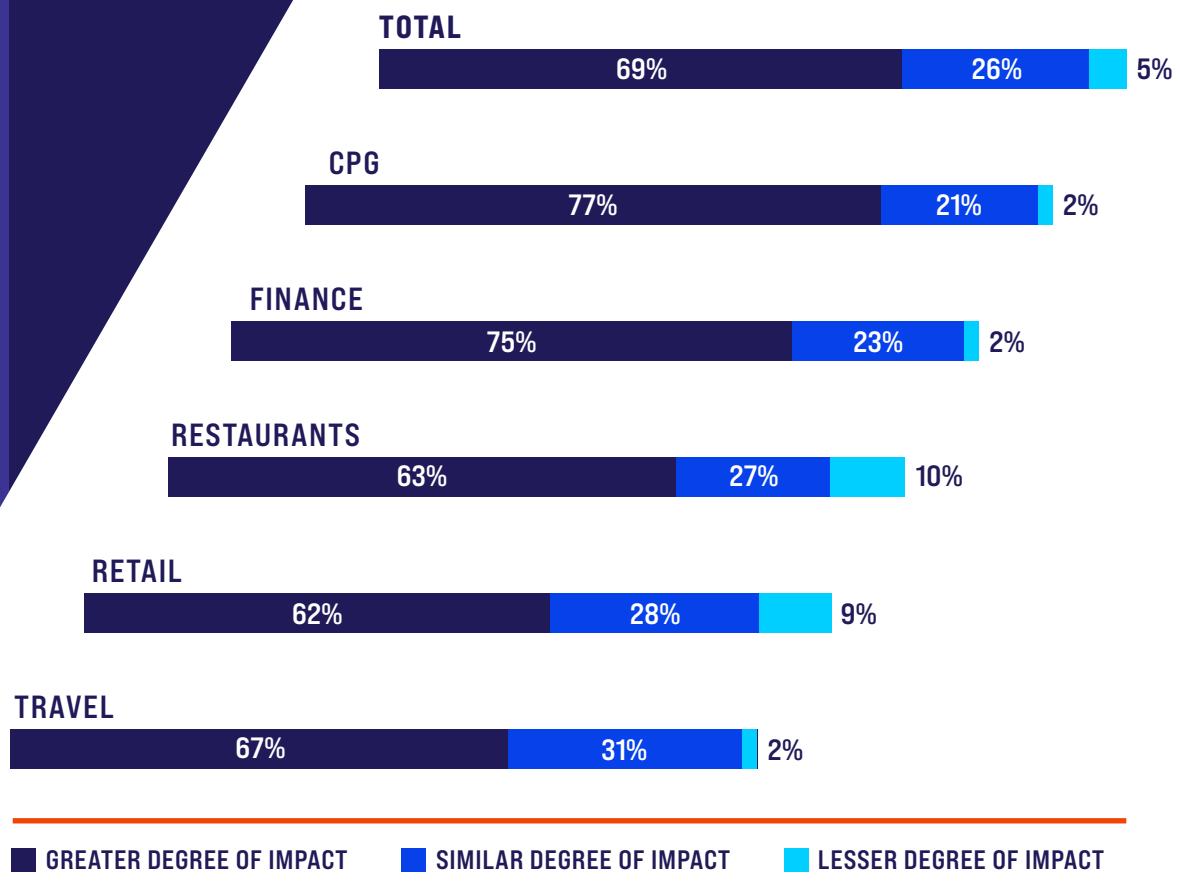
03

THE LOSS OF 3PCs IS BIGGER THAN THE GDPR OR CCPA

The GDPR and CCPA, two major pieces of privacy legislation, shook up how brands interact with consumers—**but 69% of marketers across industries say the elimination of 3PCs will have a bigger impact.**

CPG and financial services marketers have the strongest sentiments on this topic, with 75%+ responding that the loss of identifiers will have more impact than the GDPR or CCPA.

HOW WOULD YOU COMPARE THE MOVES BY APPLE & GOOGLE TO DEPRECATE 3PCs TO THE IMPACT OF THE GDPR & CCPA?



83% OF ALL RESPONDENTS ANTICIPATE **MODERATE TO SIGNIFICANT IMPACT** FROM THESE CHANGES ON THEIR DIGITAL ADVERTISING EFFORTS

THE LOSS OF 3PCs IS BIGGER THAN THE GDPR OR CCPA

TRAVEL

A lot of travel marketers understand the significance of 3PID deprecation because, thanks to the GDPR and CCPA, getting access to first-party data has already been a common challenge. Post 3PID deprecation, relying more heavily on first-party data is likely to trigger more security and compliance conversations, challenging travel brands to ensure compliance across international sites and customers.

RESTAURANTS

Restaurant marketers were more likely to respond that these latest changes will have similar or less impact than the prior legislation, rather than more. They're already used to operating without first-party data, and that's been compounded by the lack of visibility within third-party delivery platforms like DoorDash and Uber Eats. This could make the prospect of losing access to additional data seem less challenging than managing compliance with the GDPR or CCPA.

On the bright side, now that more orders are being placed online for delivery and takeout due to COVID, restaurant brands have the opportunity to aggregate, align and activate first-party customer data in the wake of 3PID deprecation. By shifting from aggregate foot traffic and sales to closed-loop, individual-level measurement, they can prove that their marketing drives sales and repeat purchases. And by knowing what customers order, how much and when, they can tailor content to each guest and make messaging more relevant and personal.

CPG

CPG brands have always operated with limited first-party data—it's largely the retailers and grocers that own the customer relationships in this industry. Because they weren't collecting much data from their own channels in the first place, they didn't take a huge hit with earlier consumer privacy legislation.

Without first-party data, CPG branding and awareness campaigns typically require massive reach to get their message to large consumer audiences. The disappearance of identifiers needed to reach these audiences will certainly impact performance. This may result in CPG brands reverting to contextual advertising and larger TV buys, potentially impeding the progress made with data-driven targeting and personalization.

FINANCE

Finance marketers are the most cautious of all industries, with 19% reporting it's "too early to say" what impact 3PID deprecation will have on digital advertising. They're also the least prepared to face it, likely because they must operate within a highly regulated system and ensure their partners comply with new regulations.

Because the GDPR and CCPA were more geographically defined, the impact was more isolated and easier for the industry to assess. But the loss of 3PIDs has a global impact on marketing operations, without any clear vision of the aftermath. Finance brands are more likely to be at the mercy of large networks (like Google, Apple and Facebook) to gain the reach and insights they need to connect with customers.

04

BRANDS FEAR A LOSS OF PERSONALIZATION & PERFORMANCE EFFICIENCY

Over 80% of marketers across industries say their two biggest concerns about limited 3PIDs are: difficulty personalizing their marketing and advertising, and difficulty optimizing performance and demonstrating ROI.

Without identifiers, marketers lose the ability to understand consumers, which often results in a less desirable customer experience and increased marketing waste.

WHAT ARE YOUR TOP CONCERNS RELATED TO THE LIMITED AVAILABILITY OF THIRD-PARTY COOKIES AND IDFA IN THE FUTURE?

#1 CONCERN BY INDUSTRY:

CPG

FINANCE

RESTAURANTS

RETAIL

TRAVEL

BRANDS FEAR A LOSS OF PERSONALIZATION & PERFORMANCE EFFICIENCY

RETAIL

Retailers use 3PCs and MAIDs to boost campaign reach and scale in broad, highly crowded markets. They have some of their own first-party data but rely heavily on 3PIDs to grow their audiences and customer knowledge. The changes will likely hit hard when it comes to reaching the right people.

RESTAURANTS

Restaurant brands are having a hard time standing out among their competitors. Thanks to COVID, many have had to quickly shift their focus to capturing demand via delivery and takeout channels. This has made it even harder to identify, reach and stay relevant to their guests. With new online ordering systems and mobile apps, the functionality is in place to gather first-party data to personalize outreach, but that's just the first step—they still have to figure out how to activate this data across channels. Delivery service partnerships (like DoorDash and Uber Eats) are necessary but carry high costs, which eat into the profit margin and sacrifice data ownership.

FINANCE

According to Forrester, as of June 2019, 64% of financial brands had an identity program for over a year, yet they were still struggling to recognize people across channels and provide seamless experiences. These brands typically rely on partners to create holistic customer views outside their owned interactions—but many of those same partners will struggle to find the brand's ideal audiences without 3PIDs. This could mean less reach and personalization, missing the mark with key customers.

TRAVEL

Bigger travel brands with a lot of first-party data will have an easier time creating relevant customer experiences while continuing to push direct bookings and loyalty programs. But smaller brands, as well as some hotel and car rental brands, rely on 3PIDs to connect with guests and personalize messages. And according to Forrester, fewer than half of travel brands are capable of building a single customer profile, identifying customers across devices and leveraging profiles to activate audiences across touchpoints, which are necessary to recognize guests for a seamless, personalized experience over time.

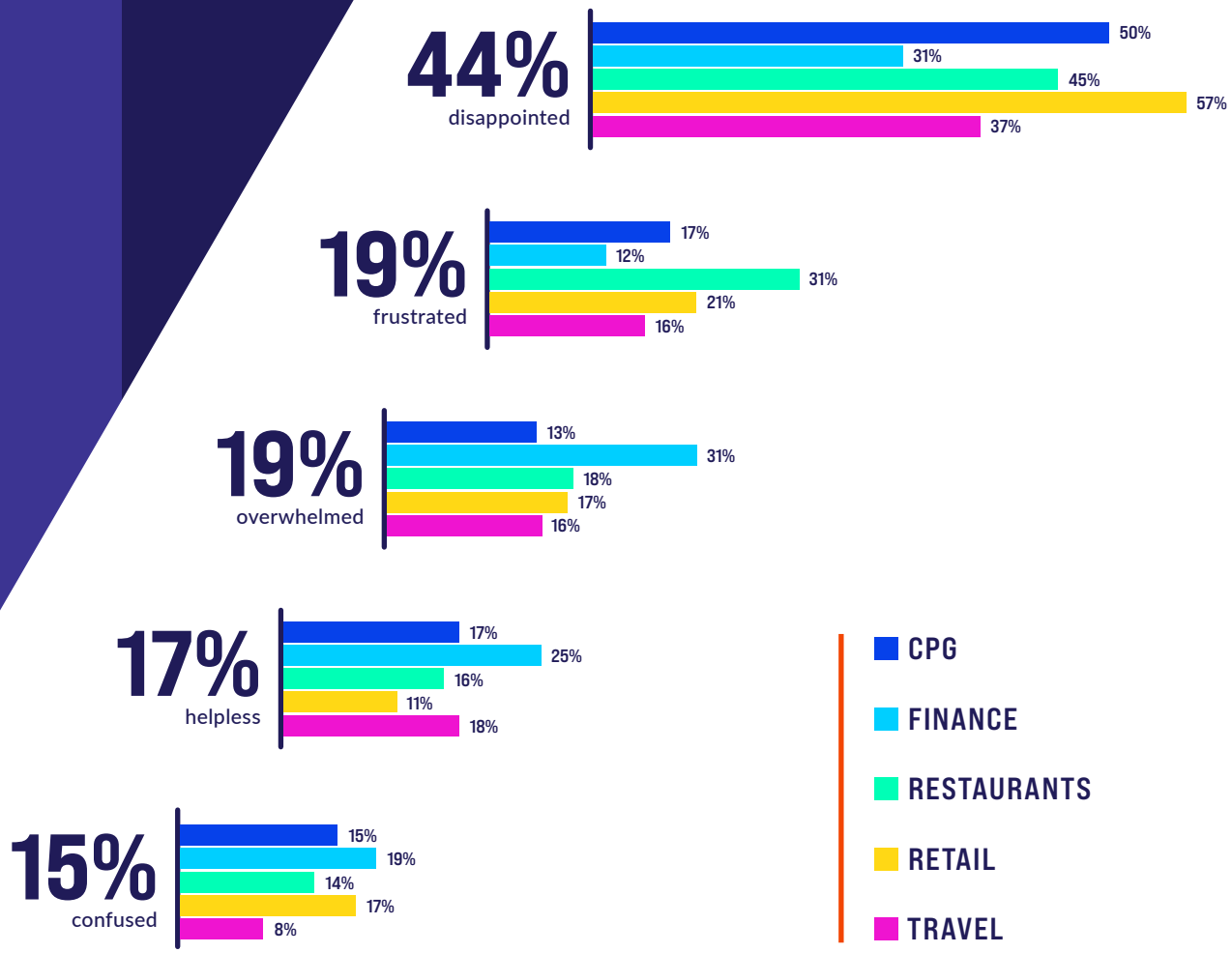
05

MARKETERS ARE LESS THAN THRILLED WITH GOOGLE & APPLE

Some marketers have a more **negative perception of Google (38%) and Apple (44%)** as a result of the impending 3PC and MAIDs deprecation.

Restaurant, travel and finance marketers have the lowest opinions of Google. And nearly half of restaurant and travel marketers regard Apple more negatively lately.

HOW DO YOU FEEL ABOUT THE ACTIONS/PLANS BY APPLE & GOOGLE TO DEPRECATE 3PCs?



MARKETERS ARE LESS THAN THRILLED WITH GOOGLE & APPLE

FINANCE

Finance marketers rely on Google and Apple for reach and increased access to specific online audiences. Although it's a near-term solution, financial brands have been burned by walled gardens in the past. As recently as 2019, Facebook had to update its advertising policies for financial brands because they were inadvertently discriminating against certain groups and not compliant with financial advertising regulations. Because they operate in such a regulated space, it's already challenging to connect with consumers on an individual level at scale—and marketers don't like how much power is being consolidated among an isolated group of platforms. They also aren't thrilled about impending challenges with performance and budget efficiency.

RETAIL

40% of retail marketers feel indifferent about Google's and Apple's actions, compared to about one-third of marketers in general. This is likely because retailers have more first-party data—due to logged-in online shopping and frequent transaction-based interactions—than other industries and can fall back on solutions that use it. However, this still requires an operational shift and a potential loss of scale and reach—and most retail marketers (57%) are still "disappointed" about the actions.

CPG

CPG marketers are evenly split on sentiment. Without a lot of first-party data, they already rely on partners who have it, and therefore feel less impact than some of their peers.

RESTAURANTS & TRAVEL

Restaurant and travel marketers are frustrated by the disruption. Without their biggest tool for identifying consumers online and measuring performance, they now must find a new solution. Both industries have also been struggling with COVID fallout this year—albeit in different ways—adding to the frustration. While customer-level impression feeds can help connect the dots, Google only allows access while logged into their platform, which creates reporting issues and a loss of data control. Customer-level measurement is a particular challenge for travel marketers working with Google, as it's missing the key element of transparency.

Apple maintains a more lucrative audience for restaurant and travel brands, so there's a big missed opportunity when guests can't be identified on Apple devices. Marketers must now reach their audience through first-party cookies to avoid getting blocked.

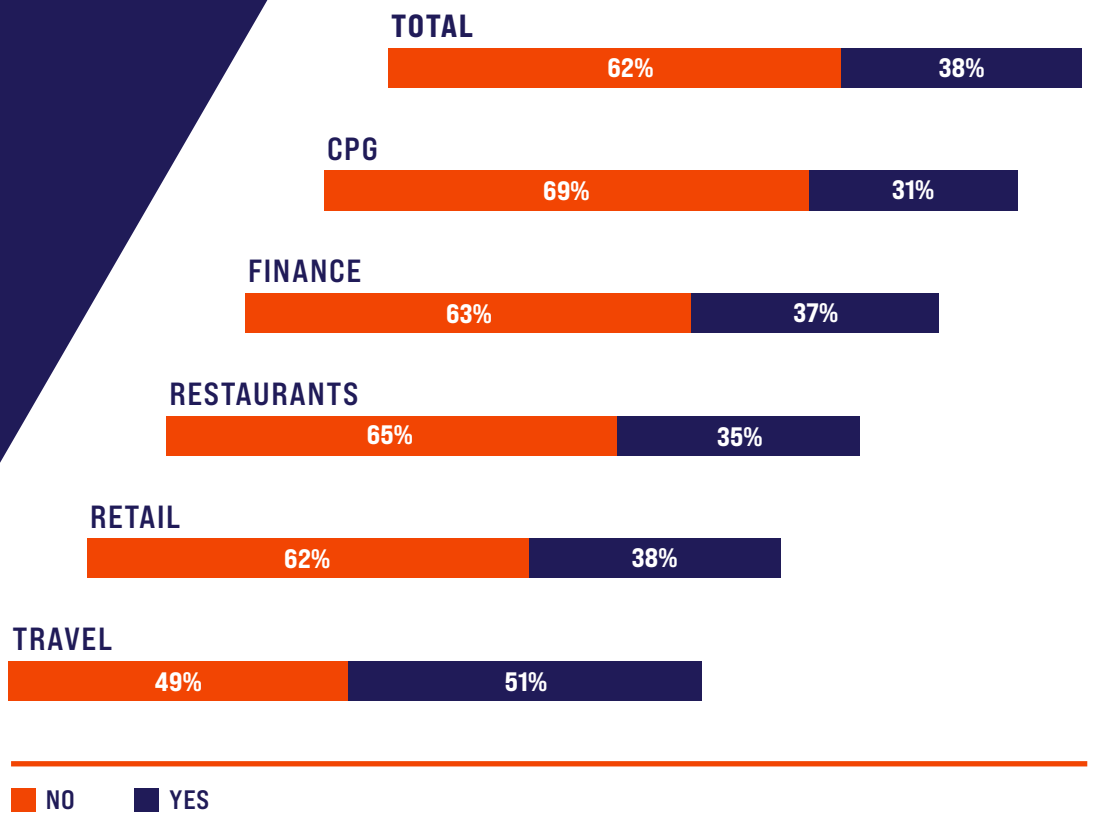
06

MARKETERS DOUBT THESE MOVES WILL BENEFIT CONSUMERS

The impending 3PC and MAIDs changes were both intended to help consumers, but marketers aren't confident that this goal will be met. Marketers across industries expect less personalized experiences, with little or no improvement to consumers' control of personal data.

While most marketers in four of the five industries say that the move will not help consumers, a slight majority of travel marketers expect these initiatives to achieve their target. This is likely because it's forcing an industry shift for more logged-in interactions overall, which is a benefit for travel brands who often push for direct bookings on their websites to identify guests and personalize experience.

DO YOU THINK THESE CHANGES HELP THE END-CONSUMER?



63%
OF MARKETERS THINK THERE WILL BE LITTLE OR NO IMPROVEMENT TO CONSUMERS' CONTROL OF PERSONAL DATA

55%
THINK CONSUMER EXPERIENCES WILL BE LESS PERSONALIZED

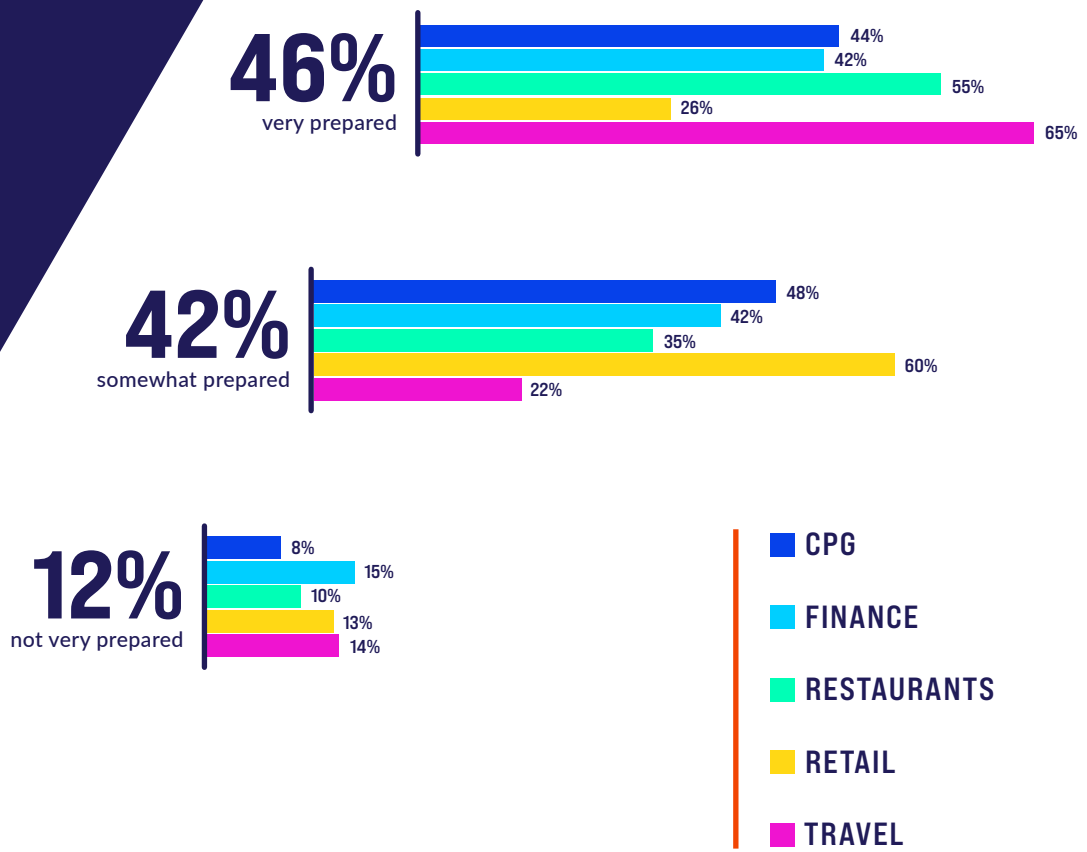
50%
BELIEVE PRIVACY CONCERNS WILL PERSIST

07

FEWER THAN HALF OF MARKETERS FEEL "VERY PREPARED"

Travel marketers seem very prepared (65%) for these changes compared to their counterparts in retail (26%). But these could be differences in perception rather than actual differences in preparation.

HOW WOULD YOU DESCRIBE YOUR ORGANIZATION'S CURRENT PREPAREDNESS IN ADAPTING YOUR DIGITAL ADVERTISING STRATEGY (SPECIFICALLY DISPLAY AND VIDEO) TO ACCOUNT FOR THE DEPRECATION OF 3PCs?



FEWER THAN HALF OF MARKETERS FEEL "VERY PREPARED"

RETAIL

Fewer retail marketers said they were "very prepared" for the impending 3PID deprecation compared to other industries. This is likely because the GDPR and CCPA were a major focus for retail brands, and even before COVID or 3PID deprecation, only 46% of retailers said their identity program provided excellent support toward improving customer satisfaction (according to Forrester research). Facing Google's and Apple's changes, they may now have more insight into what that means for operations in this new ecosystem, causing them to rate their preparation more cautiously.

TRAVEL

Travel relies less on 3PIDs, and more on a fully logged-in environment to identify and follow guests over time. Loyalty programs and direct bookings help many travel brands understand their guests' actions and personalize their experiences. But this is more difficult for smaller brands and some sub-industries, like hotels, that have fewer repeat visitors.

08

NEARLY EVERYONE IS HURRIEDLY PREPARING

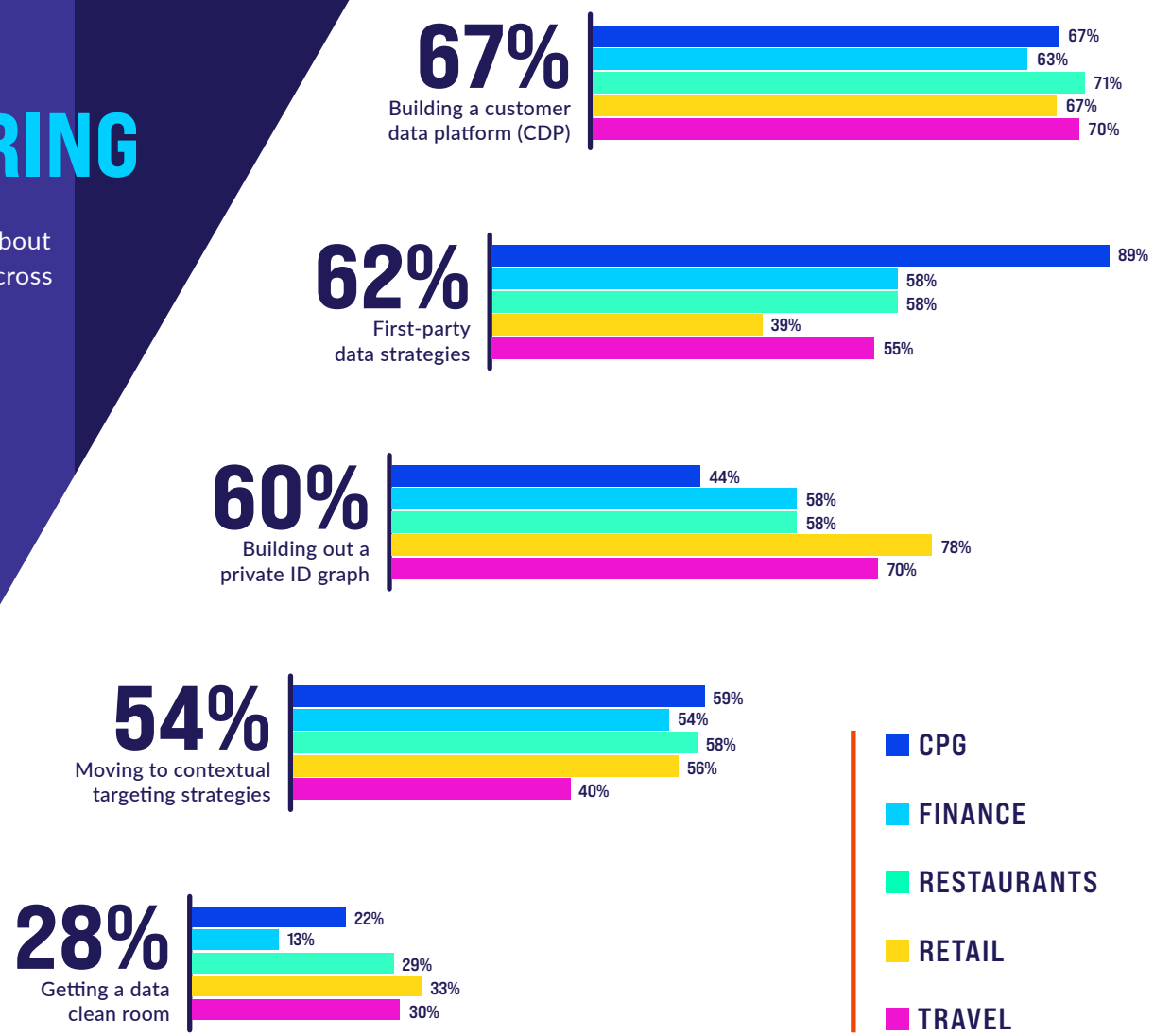
Even though almost half of marketers are feeling good about their current level of preparation, 98% of respondents across industries are actively working to better position their brands. Most of them (69%) are trying to take these steps with agency partners and vendors.

While more than a third of those in the CPG and restaurant industries are taking active steps on their own, the financial services and travel sectors are more likely to be working with vendors to counter the effects of the new measures.

Overall, marketers' top three actions are:

- Building a customer data platform (CDP)
- Strategizing around first-party data
- Building out a private ID graph

WHAT STEPS ARE BEING TAKEN TO ADDRESS THESE IMPACTS?



NEARLY EVERYONE IS HURRIEDLY PREPARING

CPG

First-party data strategies are widely favored in the CPG industry (just under 90%). Due to COVID, CPG brands are building first-party data capabilities (largely) for the first time, allowing customers to buy directly from the brand online. The timing allows CPG marketers to collect and activate this data as a means to combat 3PID deprecation, but this is not necessarily a full solution for any brand.

RETAIL

Nearly 78% of retail marketers are choosing to create private ID graphs. Although they have plenty of their own data to move in this direction, it's still just a sliver of a customer's holistic digital experience. Retailers' challenge will be to combine their information with second- and third-party data in a compliant fashion, then activate against it at a scale similar to pre-3PID deprecation.

TRAVEL

Travel marketers are equally choosing to build CDPs and create private ID graphs. Some of these brands have the data from loyalty programs and apps, and they've already made major changes to comply with the GDPR and CCPA.

HOW TO MOVE FORWARD (INSTEAD OF BACK)

The trend of deprecating 3PCs, MAIDs and other identifiers isn't going away. Marketers across industries aren't happy—and most aren't ready. While some industries (like travel) rely less overall on these identifiers and may see less impact, others (like finance) expect big operational disruptions.

Regardless of industry, marketers are concerned about reduced personalization, performance and measurement, to the detriment of consumer experience and marketing effectiveness. They're turning to a variety of technology and media strategies that may (or may not) drive the outcomes they want.

Here are some of marketers' most common strategies and the outlook for each of them.

MARKETERS' COMMON STRATEGIES

BUILDING A CDP

67%
of marketers are considering it

ADVANTAGE:
Can drive more effective marketing through a single customer view

DISADVANTAGE:
Many CDPs are not built to solve enterprise-level problems

Marketers may find customer data platforms (CDPs) appealing because they promise to provide customer views that power omnichannel personalization. While this is directionally correct, few CDPs were designed for enterprise marketers, who need to manage and access far more data than their mid-market peers. This issue isn't new: Forrester wrote in 2018 and again in 2020 that CDPs weren't built to solve enterprise problems.

Why not? Early on, many CDP vendors chose not to develop robust identity strategies, data management services or rich intelligence layers for their platforms. Yet each is critical for CDPs at enterprises, because without connection to stable IDs outside the customer data itself, CDPs can't activate media or measure outcomes. As a result, today's CDPs aren't the panacea that many marketers hope they'll be for solving 3PID challenges.

GETTING A DATA CLEAN ROOM

25%
of marketers are considering it

ADVANTAGE:
Privacy-safe way to build audiences without 3PIDs

DISADVANTAGE:
Requires strong data science capabilities

Data clean rooms are a more promising option, yet few marketers are considering them. 3PID deprecation will fundamentally change how brands reach consumers and will (at least initially) reduce their understanding of those consumers' behavior. The brands that can overcome this in a privacy-safe way will be better positioned for success in the new digital world—which is where clean rooms come in.

Clean rooms from Facebook, Google, to even Spotify, offer second-party data partnerships that facilitate better customer journeys and measurement. But cross-vendor clean rooms offer the most powerful vendor-agnostic solutions. All advertising data from vendors and from the brand's first-party environments comes together in a way that doesn't restrict activation or measurement—enabling new strategies for segmentation, targeting and positioning.

MARKETERS' COMMON STRATEGIES

BUILDING A PRIVATE ID GRAPH

60%
of marketers are considering it

ADVANTAGE:
Creates new monetization opportunities

DISADVANTAGE:
Highly complex and requires massive scale to do it alone

The marketers who'd like to build out a private ID graph have good intentions, but very few are in a position to do this right. Research shows that U.S. consumers spend about 66% of their time on the "open web" (any online property, website or app not owned by a major tech company such as Facebook, Amazon or Google), which means that virtually no brands have the scale and reach to fully understand an individual's digital identity by themselves. So it's more than a little troubling that almost two-thirds said they're pursuing it.

We hope these marketers aren't going it alone and are instead working with a qualified partner. Large- to mid-sized brands should focus on their first-party data strategies, as well as on selecting the right partner to combine their data with a cookie-proofed ID graph and activate it for marketing or, more ambitiously, leverage it to create a scalable media network.

SHIFTING MONEY TO FACEBOOK

75%
of marketers are considering it

ADVANTAGE:
Personalization can continue within Facebook's walls

DISADVANTAGE:
No reach outside the walls; limited performance transparency

It's not surprising that many marketers are moving their spend to Facebook. Its massive reach, scale and targeting capabilities seem attractive.

The first problem with this approach is that consumers spend 67% of their browsing time outside of walled gardens. What's more, Facebook has told advertisers that because 3PID deprecation will diminish their reach, they may even shut down the Facebook Audience Network (FAN) that currently delivers reach beyond Facebook. This means that campaigns would be limited strictly to active users of Facebook properties.

The second problem is that Facebook's reporting lacks true performance transparency. It doesn't tie back one-to-one to the brand's CRM database, which would allow the brand to independently audit the platform's campaign performance.

MARKETERS' COMMON STRATEGIES

CONTEXTUAL ADVERTISING

55%
of marketers are considering it

ADVANTAGE:
Doesn't require 3PIDs

DISADVANTAGE:
A step back from individual-level advertising

Contextual advertising allows you to buy audiences with a higher-than-average proportion of valuable consumers, but it's still very wasteful compared to optimized media audiences. Personalization is limited to matching the content to the site's general audience. Without first-party data and a genuine understanding of consumers, contextual is unavoidably limited.

CONNECTED TV (CTV)

56%
of marketers are considering it

ADVANTAGE:
Allows you to augment your TV buy

DISADVANTAGE:
Individual-level reach is a challenge

CTV can be appealing because it doesn't rely on 3PIDs. But it shouldn't replace programmatic display, which is a highly effective channel for prospecting and driving conversions. CTV targeting is typically at the household versus individual level, creating more inefficiency and waste than programmatic. Because CTV is addressable and has more flexibility than typical upfront TV buying, it can enhance and augment an identity-based digital strategy, but it's not a 1:1 replacement.

IF ALL THESE APPROACHES HAVE DOWNSIDES, WHAT SHOULD MARKETERS DO?

For marketers who want to keep personalizing and driving performance after 3PID deprecation, **first-party data provides the path forward**—specifically, the first-party data of brands and website publishers, because of their direct relationships with consumers.

With a **solution that maximizes the use of this data,** marketers can continue delivering personalized ads online—no 3PIDs necessary.

MARKETERS' BEST PATH FORWARD

MAXIMIZE YOUR COLLECTION AND ACTIVATION OF FIRST-PARTY DATA

Because data from 3PIDs will soon be harder to acquire and use effectively, marketers need to increase their first-party customer interactions and the data they collect from them. And they must tie their marketing investments back to this data, which without stable 3PIDs becomes the only reliable point of reference.

As always, data privacy should be at the forefront, and any exchange of data should be rooted in creating value for the consumer. Be clear about what data you're collecting and how you'll use it, and only collect what's necessary.

LOOK FOR AN ID SOLUTION BASED ON FIRST-PARTY PUBLISHER DATA

Without 3PIDs, how can marketers deliver people-based ads across the open web—not just within walled gardens? The most viable option is to integrate with first-party data from website publishers.

Many publishers collect data from their users in exchange for content. Scaled and linked to a strong identity graph, this data can be used to identify consumers and personalize ads after 3PIDs are gone. This is a highly effective solution when it comes from an experienced vendor with scalable technology. However, most of these solutions are nascent and lack scale to be effective in the near term.

FUTURE-PROOF YOUR DIGITAL ADVERTISING FOR A POST-3PID WORLD

It's time to ensure your digital strategy will continue delivering what your customers want: **privacy and personalization. And you need the right partner to help you.**

With proactive preparation since 2012, Epsilon has built a privacy-centric, people-based identity graph that's anchored in deterministic transactional data from individuals, with limited reliance on 3PIDs. This data's integrity drives our ability to serve 98% of our ads to individuals—not to orphaned cookies or device IDs.

Our direct integrations with 5,000+ publishers will also protect your brand from 3PID deprecation. While 3PIDs are on their way out, first-party cookies are alive and well. By activating publishers' first-party data across a broad network, we continue identifying consumers on the open web without 3PIDs.

With years of building people-based, first-party strategies, we connect brands with publishers to deliver the outcomes you want—along with the experiences and privacy that your customers expect.

▶▶▶ **Learn more** ***about how Epsilon can help you succeed without 3PIDs.***

EPSILON®

EPSILON®

Epsilon is the leader in outcome-based marketing. We enable marketing that's built on proof, not promises™. Through Epsilon PeopleCloud, the marketing platform for personalizing consumer journeys with performance transparency, Epsilon helps marketers anticipate, activate and prove measurable business outcomes. Powered by CORE ID®, the most accurate and stable identity management platform representing 200+ million people, Epsilon's award-winning data and technology is rooted in privacy by design and underpinned by powerful AI. With more than 50 years of experience in personalization and performance working with the world's top brands, agencies and publishers, Epsilon is a trusted partner leading CRM, digital media, loyalty and email programs. Positioned at the core of Publicis Groupe, Epsilon is a global company with over 8,000 employees in over 40 offices around the world. For more information, visit epsilon.com. Follow us on Twitter at @EpsilonMktg.