

Abacus Cooperative™

EPSILON®

Turn data into insights,
and insights into results

ABACUS COOPERATIVE BY THE NUMBERS

The Abacus Cooperative predicts future buying behavior from transactional data, giving you the most accurate view of your customers and prospects.

3,000
members

100M
U.S. households

9.8B
transactions

78
transactions per U.S. household
in the past 5 years

22
transactions per U.S. household
in the past 12 months

100,000+
custom models created last year

97%
participant continuation rate

Abacus, the industry's original and largest cooperative database, disrupted the marketing industry nearly 30 years ago and has been delivering the highest performance ever since. Over 3,000 brands across retail, catalog, e-commerce, consumer services, publishing, nonprofits and business-to-business trust us with their purchase data to deliver high-performing prospect audiences and customer insights. With advanced modeling and analytical know-how, we'll help you build sound marketing strategy and deliver strong results.

KEY BENEFITS

Gain the highest returns on your participation and build strong audiences and campaigns. We'll help you:

- Reach new customers who are more likely to respond to your offers
- Discover new marketing opportunities for greater growth
- Learn more about your current customers, and build stronger relationships with them
- Boost your ROI and increase profitability

USE CASES

Acquisition

We profile your customers and then identify similar buyers across the Abacus Cooperative to find the best audience for your offers. Our suite of prospect models include:



AbacusONE

Identify new customers that are the best fit for your message. Based on proven modeling fulfillment, score prospect households across multiple models to yield a highly qualified universe of prospect names.



FastPath™

Eliminate complexity from traditional list planning. Select 80% or more of your names from Abacus with this single source of recent prospect names that significantly reduces the typical time and cost of list selection.

ABACUS BUSINESS COOPERATIVE BY THE NUMBERS

Abacus also provides deep insights into business purchase activity. Access business transactions and contacts who influence or make business purchases across organizations of all sizes.

500
participating businesses

150M+
business contacts spanning multiple categories

8.3B
transactions

Retention & Reactivation

Analyze your existing customers' activity compared to other Abacus Cooperative members. Hone your strategy, increase revenue from established customers, and develop the campaigns that keep them coming back. Our suite of housefile models includes:



Data Overlay

Get a 360-degree view of your best customers by appending additional purchase and lifestyle data. Refine your customer segmentation strategy and modeling to drive deeper personalization and share of wallet.



HouseFile 360

Prioritize our house file modeling in the merge, so you'll fully use Abacus Cooperative data in your selects. Save time, improve performance and impact margins with this unique, modeled approach.



Licensed Score

Model your full customer file and rank them based on propensity to buy from you, based on transactional activity with you and across the Abacus Cooperative. Intersect our scores with your segmentation to make more informed house file selections.

ANALYTICAL INSIGHT AND OMNICHANNEL MEASUREMENT PARTNERSHIPS

Partnerships with today's leading marketers give us invaluable perspectives on trends shaping omnichannel marketing. Use our expertise to build sustainable, profitable and long-term relationships with your customers through an innovative strategy. We'll help you with:



Custom Analytics

Know your customers from demographics, lifestyles and spend. Effectively target and message your customers, and develop the optimum contact strategies for your target audience.



Market Insight

Define your market share through customer insights with a comprehensive profile and analysis of your customer base vs. your competitors.



BuyerPoint™

Map new store locations to increase existing store traffic with greater effectiveness and efficiency using our sophisticated analysis and definition of buyer behaviors across local trade areas and markets.



ChannelView®

Get a multi-dimensional view of your marketing campaigns to improve circulation decisions and forecasting.

Learn more

epsilon.com/data

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