

THE WAY THE COOKIE DATA CRUMBLES

EPSILON®

People-based profiles vs. cookie-based solutions

How would you feel if your diet consisted of only cookies?
Sick to your stomach.

Well, that's how people feel when you only use cookie data to build your ads.

Many digital marketing solutions are based on perishable cookie data that crumbles quickly. But if you use extensive person-level profiles instead, you'll keep your messaging fresh and extend your shelf life by years.

We'll show you the difference.



This is Jane. She needs to buy items for her upcoming camping trip. Let's see what happens when a brand recognizes her as a real person instead of just a site cookie.



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RETARGETER



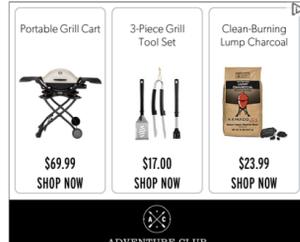
Jane visits Adventure Club's website for the first time and browses portable grills.



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Her profile is built on a persistent, verified CORE ID. We add her browsing history to her profile, which already contains her demographic info, historical browsing activity, purchases and shopping preferences.

We don't find it to be an efficient time to serve her an ad yet, which helps the marketer save on budget.



Her profile is made from a site cookie.

Her browsing behavior is retained, and she's served an ad shortly after visiting the website.



Jane visits a weather site and looks up next month's temperatures in Grayling, Michigan.



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We add her most recent browsing activity to her profile. This helps us serve more personal, relevant messaging.

While we find her on her device in the morning, we don't serve her an ad because we know she's more likely to convert at night.



She has no profile beyond a site cookie, so nothing is learned and she's served the same ad.

The cookie starts to decay.



Jane watches a video about the best camping gear for cold weather.



We add an attribute custom to Adventure Club to Jane's profile: Cold-Weather Camper.

Then we serve her a personalized ad, featuring their nearest location.



Nothing new is learned about Jane. The cookie continues to decay.

The ad is served for the third time. Jane is starting to get a little sick of it.



Jane visits Adventure Club's brick-and-mortar store and buys a portable grill.



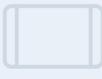
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We add her in-store purchase to her profile, using our closed-loop measurement that ties all sales (online and offline) back to marketing efforts.



Nothing new is learned about Jane. The cookie continues to decay.

The same ad is served for the fourth time, which is a waste of the marketer's budget because she already bought the grill.

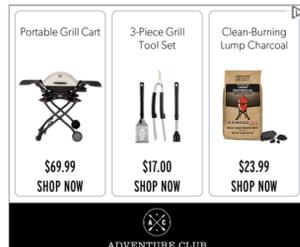


Jane reads the news on her tablet.



Jane's most recent actions, and other behavior that we observe in real time, help us personalize ads based on time of day, offer, device, creative and message.

She gets served an ad, which prompts her to buy a sleeping bag from Adventure Club's site. She selects the cheapest shipping option, so we assign her a new profile attribute: Economy



Nothing new is learned about Jane. The cookie continues to decay.

The same ad is served for the fifth time. Jane is sick of it.



Jane does some research for work.



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It's an inefficient time to serve an ad, so we help the marketer save on budget for now.



Nothing new is learned about Jane. The cookie is almost completely decayed.

The same ad is served for the sixth time. The marketer continues to waste money on irrelevant, repetitive ads that are doing more harm than good.



A week passes.



We retain Jane's information and serve her a new personalized ad.

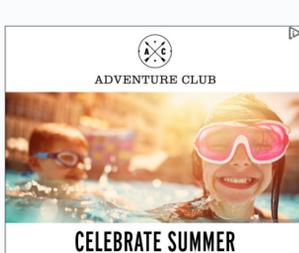
Jane buys a pillow from Adventure Club's site using their free shipping offer. We add that online purchase to her profile.



The cookie has fully decayed, so the connection with Jane is lost and no ad is served.



Six months pass. Jane buys a new phone.



We recognize Jane's new phone when she signs into her email account.

We serve her a new personalized ad.



The connection with Jane is still lost and she isn't served an ad.

When you use verified, persistent profiles for your customers, you connect across all their channels and devices—even new ones. This well-rounded diet of person-level data leads to a healthier, lasting customer connection that keeps performing, no matter how much martech changes.

Don't settle for how the cookie data crumbles.

Work with Epsilon and start connecting with real people.

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