

Value Realization Framework

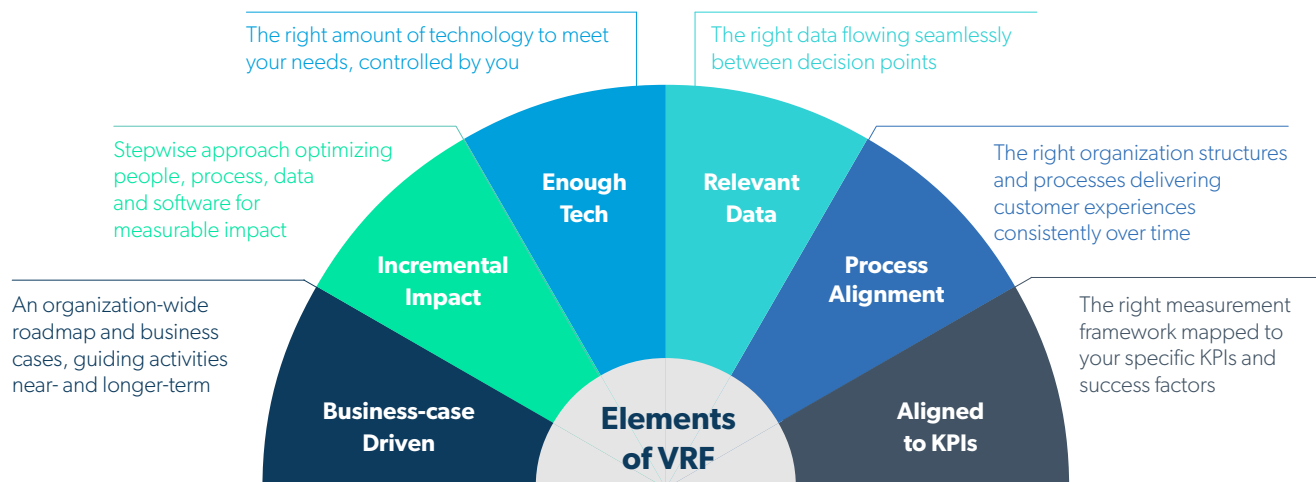
EPSILON®

Unlock the full power of your marketing technology investments

Today, customer experience depends on how well you and your teams leverage marketing technology. You've acquired the right tools to deliver your messages, but getting them in front of your customers—individually, consistently and at the right times—often overwhelms your teams and breaks your budgets. Sound familiar? It's time you got to know Epsilon.

REALIZE THE VALUE FROM YOUR MARKETING TECHNOLOGY SOLUTIONS

The Epsilon Value Realization Framework (VRF) changes the equation. VRF gets your people, processes, and technology working together seamlessly so you can operate more efficiently, more effectively, and build lifelong relationships with customers. With Epsilon's proven experience in marketing, technology and data work to address your critical marketing challenges—so you can make every customer interaction count.



POSITIVE OUTCOMES ACROSS YOUR ORGANIZATION

VRF ties your organization together



Marketing

Get back in the driver's seat with the tools to create ongoing engagement



Creative

Deliver the right assets to drive compelling experiences



Finance

Have confidence that marketing can deliver high ROMI and the data is secure and applied appropriately



IT

Focus on governance instead of day-to-day operations and problem solving

BENEFITS TO YOU AND YOUR TEAMS

Establishes appropriate balance between people, processes and the technology. Get the balance right or the technology sits on the shelf.	We love technology but know that it should be an enabler
Delivers proof points throughout an engagement. We think and operate incrementally within a strategic context.	We focus on impact not about getting signoff
Leverages Epsilon’s broader experience and leadership across marketing. We are a full-service marketing agency	We’re marketers and we know what you’re trying to do
Ensures that data informs all decision points and flows seamlessly and appropriately throughout the organization	We understand that proper use of data is the lifeblood of customer engagement
Delivers proven marketing transformation and market impact. We work with leading marketing organizations across the spectrum.	We’ve been there and done that!

HOW WE MAKE VRF WORK FOR YOUR ORGANIZATION

Unique effort for each client organization

Epsilon partners with you to focus on your team’s unique challenges and capabilities. Our best practices and industry experience are mapped against your specific situations, gaps and desired outcomes. The goal is to raise your operational trajectory—not give your teams plans built for other organizations.

Holistic and collaborative discovery process

Epsilon understands that upgrades often have strategic implications and constraints. Likewise, bold strategies have to be supported by the appropriate people, process and technologies. Our process ensures we engage at multiple levels to tie the strategic and tactical together.

Delivers incremental wins

You need to build momentum by powering your teams with technology. Traditional technology deployment models lead to shelf-ware and lower ROI. VRF emphasizes only the capabilities needed to support given processes and our teams work alongside yours to put your marketing technology solutions to work at each stage of an engagement.

Engagements align directly to desired outcomes and KPIs

Most project signoffs focus on being feature completion and not business progress. In some organizations, it’s about scaling 1:1 personalization or reducing campaign time-to-market; in others, it’s about improving return on marketing. The VRF approach ensures not only project completion, but measurable success.

Blend of marketing and technology approaches

Epsilon is unique in having marketing and technology within a single organization. Our teams deeply understand the marketing challenges you face and blend perspectives to deliver technology-powered and data-driven marketing. Bringing together teams that may not speak the same language is just part of our job.

Contact us to get started

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