



Independent Research Firm Recognizes Epsilon's Digital Messaging Platform Agility Harmony with Highest Score for Current Offering

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The report stated, "Epsilon's study-leading current offering shows off one of the most flexible technology platforms, balanced with excellent campaign operations, technology, strategy and creative services. As one client reference explains, this blend works well for demanding enterprise firms: 'We are not an easy client. But Epsilon has met our every need with care and operational excellence.' Here's to Epsilon maintaining this dedication as it extends its strategic charter to include building brand strategy and digital experiences for clients."

Epsilon received the top score in the Current Offering category, which assessed technology services, creative and strategic service offerings as well as globalization and customer satisfaction. The evaluation ranked Epsilon's personalization, usability, queries and segmentation, predictive analysis, global account support, distributed business model support, globalization and security with the highest scores possible (5.0).

Epsilon received the second highest score given in the Strategy category, which factored in the experience each management team has had working together, as well as how articulate and plausible its vision was against its demonstrated and planned capabilities. Epsilon also received the highest scores possible for global footprint and customer retention within the Market Presence category.

"It is an honor to be recognized by Forrester as a leader in email marketing services. We believe it is a testament not only to our current technology and services capabilities, but also the development roadmap we have put in place," shared Andy Frawley, chief executive officer, Epsilon. "Email, and the other forms of digital messaging Harmony supports, is a pillar of the customer experience and brand marketers require flexible and dynamic capabilities that enable them to deliver personalized marketing at scale across every digital touch point. Agility Harmony deploys billions of messages per year, and the platform's scalability and flexibility allow us to integrate data, create streamlined customer views and enable better business outcomes for our clients."

For the full report "The Forrester Wave™: Email Marketing Service Providers, Q3 2016" click [here](#).

Forrester Research's evaluation included a review of ten email service providers. To gain feedback on vendors and the market, Forrester also conducted phone interviews with 27 customer references and surveyed an additional 63 via an online survey.

About Epsilon

Epsilon is a global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines and #1 Largest U.S. Mobile Marketing Agency, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit www.epsilon.com, follow us on Twitter [@EpsilonMktg](#) or call 1.800.309.0505.

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