



New Book Reveals How Brands Can Fire Up Growth by Uncovering Return on Experience and Engagement

October 27, 2014

'Igniting Customer Connections,' Authored by Epsilon President Andy Frawley, Hits Shelves Today

Subtitled, *Fire Up Your Company Growth by Multiplying Customer Experience & Engagement* and published by Wiley, *Igniting Consumer Connections* shares decades of experience, data and stories drawn from dozens of top brands and Epsilon's proprietary research to help marketers better understand, respond to and engage with consumers.

The book introduces a refreshingly different, evidence-based approach called Return on Experience x Engagement, or ROE², which delivers a new way to inspire and measure customer connections and improve both brand and business results. *Igniting Consumer Connections* is designed to provide expert insights about connecting with customers effectively across multiple channels and over time.

"Our industry is becoming more complex than ever, with consumers having the power to turn off brand messages in an instant," said Frawley. "I wrote *Igniting Customer Connections* to help marketers – at every level and across every industry – win customers and build long-term, sustainable brand and business equity. ROE² is a completely new way of thinking and measuring success and will help shape budget spend now and in the future."

Igniting Customer Connections, available now in stores and online, features proprietary research commissioned exclusively for the book that demonstrates how marketers can achieve triple brand and business equity by addressing experience and engagement together. This unique data proves the efficacy of ROE² and will change the way that marketers think about measurement.

Praise for *Igniting Customer Connections*:

"Andy Frawley pours gasoline on the hot spots for marketers in *Igniting Customer Connections*. It's about time we linked marketing success to customer satisfaction. This book lights the way."

—Jeffrey Hayzlett, Primetime TV Show Host, Bestselling Author & Sometimes Cowboy

"Consumer interaction today is changing, and companies of all sizes need to take a new look at how they're engaging with customers in ways that are truly relevant. *Igniting Customer Connections* is an important read for every marketer, offering a compelling guide to differentiating brands through a superior customer experience."

—John Costello, President, Global Marketing and Innovation for Dunkin' Brands

For more information and to purchase a copy of the book, please visit www.ignitingcustomerconnections.com.

About Andy Frawley

Andy Frawley is President of Epsilon and has 30 years of operating experience, including 25 years at the senior management level, within agency, marketing services, consulting, enterprise software, software as a service (SaaS), and professional services companies. He's also a leading subject matter expert on digital marketing, including email marketing, customer relationship management (CRM), Big Data, database marketing, marketing automation and customer value management. *Igniting Customer Connections* is his first book.

About Epsilon

Epsilon is the 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 CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 5,000 associates in 60 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.

About Wiley's Professional Development Business

Wiley's Professional Development business creates products and services that help customers become more effective in the workplace and achieve career success. It brings to life the ideas and best practices of thought leaders in business, finance, accounting, workplace learning, management, leadership, technology, behavioral health, engineering/architecture, and education to serve these communities worldwide.

Media Contacts:

Diane Bruno
Epsilon
212-457-7387
dbruno@epsilon.com

Logo - <http://photos.prnewswire.com/prnh/20131104/NY09572LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/new-book-reveals-how-brands-can-fire-up-growth-by-uncovering-return-on-experience-and-engagement-163812190.html>

SOURCE Epsilon

Web Site: <http://www.epsilon.com>