

Epsilon's Response Network Makes Cross-Channel Integration Possible With Social Media Tool

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New Capability Leverages Social Media Trend and Affinity Data to Inform Email Marketing Content, Drive Customer Engagement

The Harmony ERN Social Media Tool allows marketers to identify which consumers on a marketer's list are active on social sites and monitor the topics that are driving interest among the brand's most loyal consumers. Brands can use that information to create personalized, omnichannel campaigns that appeal to their customers and drive brand engagement.

The Social Media Tool, which gives users access to a comprehensive dashboard, will offer marketers unique insights and capabilities:

- Leveraging the understanding of which consumers on a marketer's email list are socially active, the ERN allows marketers to understand the *email* topics that are driving the greatest interest among the marketer's socially active consumers.
- The *Consumer Interest Analysis* identifies trends in social media posts that are relevant to the marketer—as consumers show growing interest in a topic that is meaningful to the marketer, the marketer is informed of the trend and can drive more relevant social and email marketing efforts.
- The ERN's email activity assessment helps marketers identify the most engaged email recipients on their marketing list.
- Most importantly, the ERN ties all of these elements together, identifying the company's true brand advocates—individuals who are large consumers of the brand's email content and engaged with social media—and providing actionable insight in the topics driving interest today.

"Many marketers understand the necessity of a cross-channel vision, but few have been able to make it a reality. The Social Media Tool allows marketers to create a true cross-channel marketing experience, leading to more relevant marketing wherever the brand and consumer meet," said Quinn Jalli, Senior Vice President of Epsilon's Strategic Initiatives Group. "Marketers often have deep visibility into customer behavior across the email and mobile channels, but not social. Furthermore, they typically treat each incarnation of the customer in the individual channels as a *separate* customer. For the first time, marketers can gain true cross-channel understanding of their customers and take appropriate action as a result."

Just two years after initial launch, Epsilon's Response Network continues to add the most advanced marketing tools to provide unprecedented insight into individual customer behavior. Over 40 clients currently use the Epsilon Response Network. To-date, the ERN's scheduling intelligence capability has improved marketer's email campaigns, increasing open rates by 11% and click rates by 10%.

*Epsilon's Response Network was first introduced as the Email Response Network. In August 2014, it was rebranded as Epsilon's Response Network to reflect its cross-channel impact.

About Epsilon

Epsilon is the global leader in helping clients create customer connections that build brand and business equity. A new breed of agency for a consumer-empowered world, our unique approach harnesses the power of rich data, world-leading technologies, engaging creativity and transformative ideas to ignite connections between brands and customers, delivering dramatic results. Recognized by Ad Age as the #1 U.S. Agency from All Disciplines, #1 World Largest CRM/Direct Marketing Network and #3 Largest U.S. Digital-Agency Network, we employ over 5000 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.

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