



Epsilon Cited as a Leader In Email Marketing by Independent Research Firm

July 23, 2014

Epsilon Receives Its Highest Scores for Services, Strength of Management Team, Mobile Marketing, Globalization and Executive Vision

The report cites Epsilon's redefined mobile-first platform interface standards and highlights Agility Harmony's dynamic content scalability, multilingual platform interface, large international support staff and the best operations, technology, strategy and analytics services they reviewed. According to Forrester Epsilon is, "a strong fit for large global enterprises that seek a full o collaborative service partner."

The evaluation of email marketing service providers included a review of nine vendors against 34 criteria. To gain feedback on vendors and the market, Forrester also conducted 27 client reference phone interviews and fielded an online survey to 89 email marketing client references.

"It's a tremendous honor to be recognized as a leader in the email marketing space. We built Agility Harmony from the ground up to serve as the next-generation digital messaging platform for global marketers and the report affirms that Epsilon leads the leaders," said Andrew Frawley, President of Epsilon. "Harmony is now in full production, delivering billions of messages with excellent results. We have or are in the process of onboarding a number of large global brands. We are particularly excited about the capabilities recognition the Harmony platform received. With the benefit of being the first digital messaging platform built since the advent of today's social and mobile technology, we plan to aggressively add new features and capabilities that allow marketers to optimize the performance of their digital campaigns."

This is the first time Epsilon's new digital messaging platform, Agility Harmony, has been included in the evaluation. Launched in the summer of 2013, Agility Harmony was built from the ground up to handle the industrial strength email programs of the world's largest brands. Built on a big data platform, Harmony is designed to deliver billions of customized messages per year around the globe.

For the full report "The Forrester Wave™: Email Marketing Vendors, Q3 2014" [click here](#).

For additional information on Epsilon's Agility Harmony, please visit www.agilityharmony.com

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 CRM/Direct Marketing Network and #3 U.S. Digital Agency Network, we employ 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.

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