



Multichannel Retailer UncommonGoods Enlists Epsilon For Database Marketing Services

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Epsilon to Create Centralized View of Customers to Fuel Omnichannel Marketing Efforts

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Founded in 1999 and headquartered in New York City, UncommonGoods is a privately held online marketplace offering high-quality, creative merchandise at affordable prices. UncommonGoods carries an array of gift items including jewelry, accessories, home decor, artwork and children's clothing.

Under the terms of the new multiyear agreement, Epsilon will manage and host the centralized UncommonGoods customer database which includes millions of records that provide insights into consumers' interests and preferences. Epsilon will provide comprehensive database marketing services including data hygiene, customer segmentation and marketing campaign planning. The result is to create a better understanding of each individual customer and build more meaningful connections with customers across channels including web, email, direct mail and more.

"Epsilon has a keen understanding of the retail and catalog space along with a proven track record in database marketing," said Brian Hashemi, director of marketing at UncommonGoods. "A database build can be an extremely daunting process. However, working with a partner like Epsilon is refreshing. The team consistently provides unparalleled support, and we are confident that the outcome will allow for more effective and more relevant communications with our customers across every touch point."

"UncommonGoods is a unique and growing company that relies on digital and traditional channels to reach their customers," said Bryan Kennedy, chief executive officer of Epsilon. "By leveraging a centralized view of their customers, they will be able to deliver greater value to each individual and increase both brand and business equity. We are excited to work with them to achieve positive, measurable outcomes."

The relationship with UncommonGoods will be managed by Epsilon's team in the Albany office (part of the HMI acquisition in 2012) focused on midmarket retailers and catalogers, and is representative of Epsilon's approach of offering the breadth of capabilities across creative, digital technologies, database marketing and delivery.

About Epsilon

Epsilon is the global leader in creating 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 #2 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.

About UncommonGoods

Founded in 1999 and headquartered in New York City, UncommonGoods is a catalog and online retailer of creatively designed, high-quality products. UncommonGoods combines the treasures of a specialty boutique, the great finds of a craft show, discoveries from a faraway bazaar, along with some enduring classics.

About Alliance Data

Alliance Data® (NYSE: ADS) and its combined businesses is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 company headquartered in Dallas, Alliance Data and its three businesses employ approximately 12,000 associates at more than 80 locations worldwide.

Alliance Data consists of three businesses: Alliance Data Retail Services, a leading provider of marketing-driven credit solutions; Epsilon®, a leading provider of multichannel, data-driven technologies and marketing services; and LoyaltyOne®, which owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our website, www.alliancedata.com, or follow us on Twitter via [@AllianceData](#).

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