



## Epsilon Partners with comScore to Offer Rich Demographic Data Assets

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### Epsilon's Data Will Provide Richer Ad Measurement Profiles

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In partnership with Epsilon, comScore validated Campaign Essentials (vCE) clients will benefit from Epsilon's demographic data, which supplement and enhance the reporting of campaign audience delivery. By combining the analytic services of comScore with the scale and accuracy of Epsilon's data, advertisers will be able to improve the measurement accuracy of their digital spend.

"Our partnership will provide comScore with access to Epsilon's data to better serve their agency and publisher clients who rely on comScore solutions to measure the return on their digital investments. The combination of comScore's expertise in measuring online activity coupled with the depth of Epsilon's demographic data will generate more timely and precise insights for the comScore customer—resulting in better value for their digital investments," said Eric Stein, Executive Vice President of Online Solutions, Epsilon.

"comScore is proud to partner with Epsilon. vCE's goal has always been to deliver customers with the most accurate and reliable data for optimizing digital campaigns. By leveraging the power of Epsilon's data, we can provide brands, agencies, and media companies with increased granularity in demographic reporting that improve their ability to reach desired audiences," said Anne Hunter, comScore SVP of Global Marketing Strategy.

vCE is an ad delivery validation solution that provides deep campaign insights, in-flight reporting and daily alerting for convenient and effective campaign management. comScore clients are offered an unduplicated accounting of impressions delivered across a variety of dimensions, such as ads delivered in-view, in the right geography, in a brand safe environment and absent of non-human traffic. It also evaluates the degree to which validated impressions reached the campaign target audience.

### **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](http://www.epsilon.com), follow us on Twitter [@EpsilonMktg](https://twitter.com/EpsilonMktg) or call 1.800.309.0505.

### **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. Through its Audience Analytics, Advertising Analytics, and Digital Enterprise Analytics product suites, comScore provides its clients with a variety of on-demand software, real-time analytics and custom solutions to succeed in a multi-platform world. The proprietary comScore Census Network™ (CCN) leverages a world-class technology infrastructure to capture trillions of digital interactions a month and power big data analytics on a global scale for its more than 2,000 clients, which include leading companies such as AOL, Baidu, BBC, Best Buy, Carat, Deutsche Bank, ESPN, France Telecom, Financial Times, Fox, LinkedIn, Microsoft, MediaCorp, Nestle, Starcom, Terra Networks, Universal McCann, Verizon, ViaMichelin and Yahoo!.

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