

Financial & Insurance Data



Gain insight into consumers' assets, credit, debt and insurance coverage

Our robust financial data gives you a complete snapshot of a consumer's economic situation and marketing profitability. It includes proprietary income, insurance and wealth information and highly predictive financial, attitudinal and propensity models.

BY THE NUMBERS

250+
segments

SAMPLE SEGMENTS

Finance

- 401(k) owners
- Active credit
- Home equity loans
- Home refiners
- Liquidity
- Net worth
- First & second mortgages
- Short-term liabilities
- Student loan holders
- Pays bills on time
- Current cash savings
- Total investment resources

Insurance

- Auto
- Burial
- Health
- Home
- Medicaid
- Medicare
- Property
- Renters
- Term life
- Uninsured
- Whole life

SOURCES

- Deeds
- Mortgage originators
- Property/tax assessor records
- Survey responses
- U.S. Census



Epsilon is committed to data quality and transparency. Our full data dictionary covers sourcing, derivation and detailed descriptions of each segment. We're also active participants in the IAB Data Transparency initiative.

Learn more

For a full listing of our online audience segments, explore our data dictionary:
epsilon.com/datahotline

For more info on how our data is sourced, reach out to us directly:
onlinedatahotline@epsilon.com

WHY EPSILON DATA?

- We manage the industry's #1 ranked consumer database, based on a third-party audit.
- We have more transactional data for marketing purposes than any other company, with intelligence on \$3.5T across 60B transactions.
- We manage the first and largest cooperative database in the U.S. and the largest survey database in North America with unique opt-in data direct from consumers.
- We've spent decades strengthening our offerings by investing in our data assets through strategic acquisitions and ongoing quality improvements.
- Our data fuels marketing campaigns everywhere for 3,000 brands.
- Integrity and loyalty fuel 95% client renewal rates.