

Access hard-to-find, self-reported ailment and medication information

Epsilon is the largest provider of non-modeled healthcare data for marketing purposes. The data is 100% opt-in, sourced directly from our proprietary consumer survey and available for use with limited restrictions. It includes healthcare products, symptoms and medications.

BY THE NUMBERS

90+

healthcare segments

SAMPLE SEGMENTS

- Allergies
- Arthritis
- Cholesterol
- Dentures
- Depression
- Digestive ailments
- Headaches & migraines
- Hearing aids
- Heart conditions
- Insomnia
- Medications
- Menopause
- Pain management
- Skin ailments
- Vision conditions

SOURCES

- Survey responses
- Warranty cards



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.

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.

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