

Purchase Behavior Data



Reach consumers based on where and how they spend

We aggregate volumes of purchase behavior data through proprietary survey responses and retail partners with visibility into known transactions. This extensive dataset includes recency, frequency and level of spend as well as purchase category and channel.

BY THE NUMBERS

30+
categories of buying history

SAMPLE SEGMENTS

Spend categories

- Accessories & beauty
- Apparel
- Arts & crafts
- B2B
- Beauty & spa
- Books
- Children's products
- CPG products
- Décor
- Gifts
- Health & wellness
- Home & garden
- Luxury buyers
- Shoes
- Sports & outdoors
- Tools & electronics

Spend channels and attributes

- Average dollars per order
- Total dollars spent
- Total number of purchases
- Brick & mortar shoppers
- Catalog shoppers
- Coupon users
- Online shoppers
- Seasonal shoppers

SOURCES

- Multi-sourced retail transactions
- Surveys



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.