Technology & Connectivity Data

EPSILON®

Gain insight into people's media and technology preferences

We live in a connected world where technology is deeply embedded into people's everyday lives. Our technology & connectivity data offers insight into device ownership and carriers, technology adoption and media preferences.

BY THE NUMBERS

100
audience segments

SAMPLE SEGMENTS

- Cell phone provider
- Cable subscribers
- Cord cutters
- Gamers
- High speed internet
- Mobile phone primary
- On-demand movie subscribers

- Premium cable subscribers
- Satellite bundles
- Smart TV owners
- Stream music
- Stream videos
- Wired service

SOURCES

- Survey responses

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:
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epsilon.com