

Transactional Data

EPSILON®

Identify and reach your most valuable audiences based on real transactions

Epsilon's transactional data is based on real purchases from multiple sources—not modeled or inferred—for the broadest coverage of non-cash transactions in the U.S. actionable at an individual level.

With this predictive data, you'll identify and reach your most valuable audiences in any channel.

BY THE NUMBERS

925+

merchants

60+

spend subcategories

\$3T

transactions

130M+

consumers

50B

transactions

AUTOMOTIVE

- Auto dealer
- Auto parts store
- Gas station

COMMUNICATIONS SERVICE PROVIDERS

- Satellite-cable-telecom
- Wireless

CONVENIENCE & DRUG STORE

- Convenience stores
- Auto parts store
- Food delivery
- Grocery stores
- Supermarkets

EDUCATION

- Education

ENTERTAINMENT

- Amusement parks
- Daily deals sites
- Movies
- News/magazines
- Streaming movies on demand
- Streaming video on demand
- Tickets
- Video/PC game stores

FINANCIAL SERVICES

- Credit score services
- Insurance
- Investment
- Management tools/tax

HEALTH & WELLNESS

- Gym & fitness
- Massage
- Vitamins & supplements

RETAIL

- Apparel
- Department stores
- Discount stores
- Electronics
- Home improvement
- Mass merchandiser
- Warehouse club

RESTAURANT

- Casual dining
- Fast casual
- Fast food/quick serve restaurants
- Fine dining
- Restaurants by food type

SERVICES

- Business services
- Home services
- Ride sharing
- Shipping & logistics
- Software & online services

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

SPECIALTY RETAIL

- Beauty
- Books
- Bridal
- Camping
- Craft
- Furniture
- Gift
- Home furnishings
- Jewelry
- Lease-to-own
- Luggage
- Music
- Office
- Online retailers
- Optical
- Pet
- Shoes
- Sporting goods
- Toy

TRAVEL

- Airlines
- Auto rental
- Cruise lines
- Hotels
- Travel services



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.