



Epsilon PeopleCloud | Loyalty

Unlock the value-potential of your loyalty program

One-size-fits-all loyalty programs are passé. Each member is unique, leaving customers asking “where’s the value?” An effective loyalty program provides value to both brands and customers. Done right, successful loyalty programs balance both rational and emotional loyalty.

PeopleCloud Loyalty helps brands unlock the power of the loyalty value exchange to greater emotional connections that count. We follow a continuous process to:

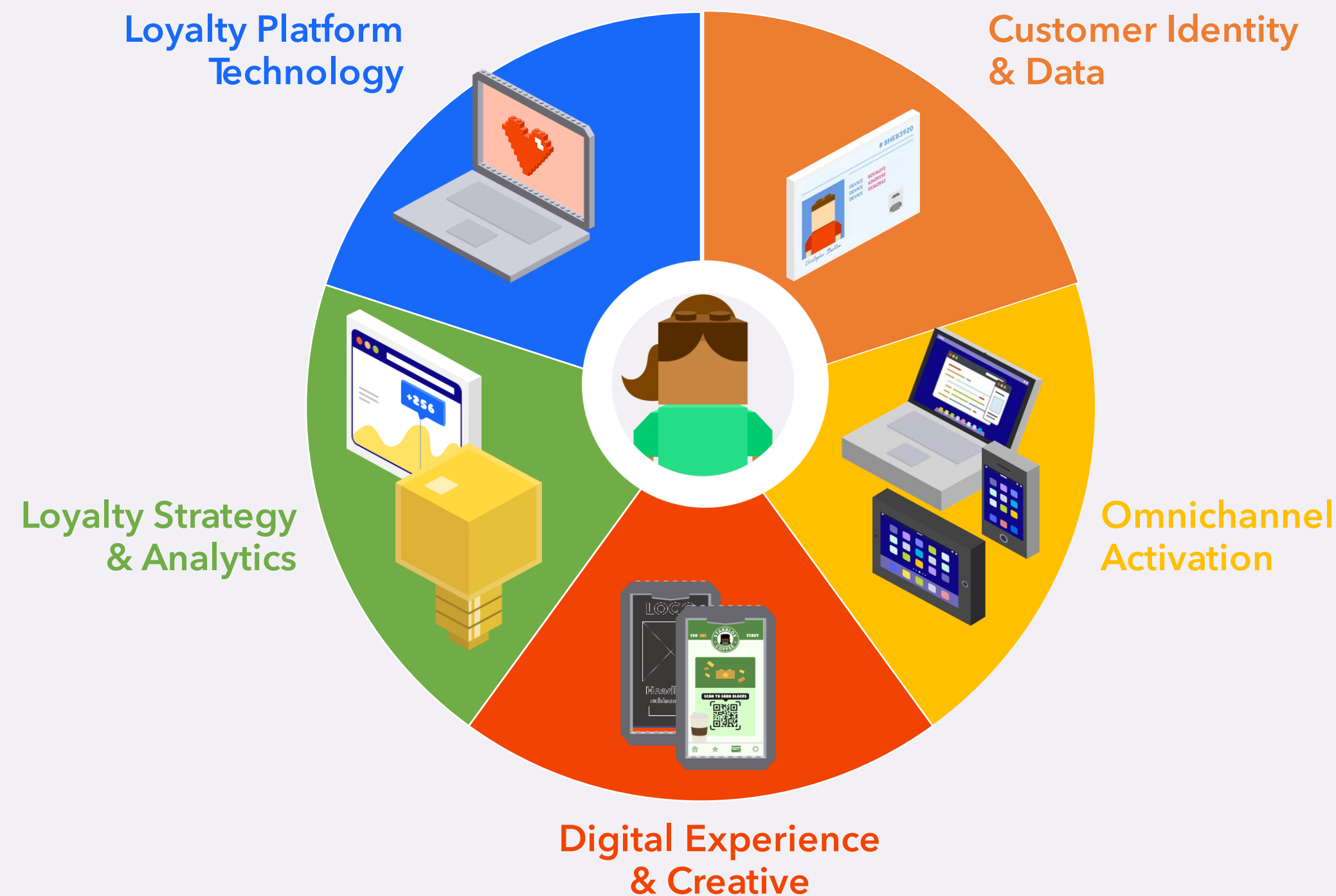
- 1 **Anticipate** consumers needs based on data-driven insights
- 2 **Activate** and engage across channels and devices in the moments that matter
- 3 **Prove** and measure the value delivered to your members
- 4 **Optimize** and improve performance through continuous refinement

The total loyalty solution

Epsilon delivers the industry’s leading end-to-end loyalty solution to helps brands create emotional connections that count.

PeopleCloud Loyalty rewards customer behavior in the moment, delivering personalized rewards, offers and communications across any channel and any device.

Using machine learning, PeopleCloud Loyalty’s advanced marketing decision engine calculates the most effective outcome to drive the desired customer behavior.



15%

Adding 5% more loyal customer can **increase profit 15-20%**

3X

Loyalty members can **spend up to three times more** than non-members

65%

Of a brand’s business comes from **existing loyal customers**



Make each customer's experience unique

Future-proof loyalty platform

- Cloud-hosted
- Highly flexible data model
- 800+ real-time APIs
- Reliable with >99.9% uptime
- Always encrypted data (in-transit and at-rest)

Behavior-driven engagement

- Advanced marketing engine
- Real-time earn and rewards
- Offers and promotions
- Point gifting, auctions, donations, customer referral
- Gamification, surveys, polls

Value-led customer success

- Self-serve interface
- Insights dashboards
- Robust library of reports
- Machine learning and predictive models
- Customer Success Packages



Your partner for loyalty success

Epsilon is dedicated to helping you maximize the full potential of your loyalty program. **PeopleCloud Loyalty Customer Success Packages** will optimize performance and help prove the value of your loyalty program.

- Build your own success package
- Flexible, outcome-based modules
- Strategic and tactical services support

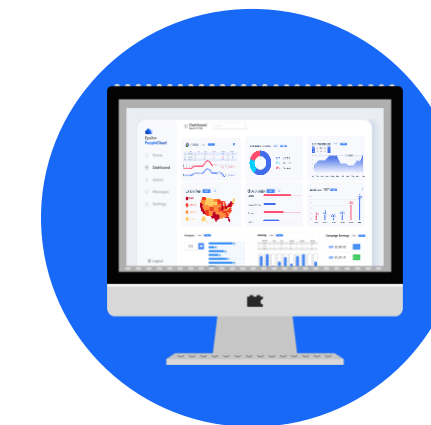
The leader in loyalty

Epsilon was the only vendor named a leader in BOTH the Loyalty Solutions and Loyalty Service Providers 2021 Forrester Waves.

Epsilon was also identified as having the Most Comprehensive Alternate ID backbone with CORE ID amongst 10 identity providers; Digiday + Research: A guide to the top 10 alternatives for publishers.



A loyalty solution that's unlike the rest



Deliver personalized customer experience in real-time with unique insights



Engage emotionally across every channel



The future-proof, scalable loyalty platform



Acquire more valuable loyalty members at scale



Receive exceptional loyalty strategic services

