

# CUSTOMER EXPECTATIONS

Customers are frustrated with their interactions with most brands. They knowingly share their personal data, and in return they expect offers and content tailored to their preferences, prior history and current online behavior.

They expect an authentic, relevant and consistent digital experience — where, when and how they choose to engage.

It's a state of excellence we call **Marketing Nirvana**.

## MARKETING CHALLENGES

The road to Marketing Nirvana can often be fraught with bumps and detours. The problem is “toos.” Too many applications, too many channels, too many identities, too few people. The statistics are startling:

**70%** of marketers have silo'd teams and technologies by channels  
– eConsultancy

**12%** of marketers believe their data is **real-time enough** to drive adequate business results.  
– eConsultancy

**75%** of marketing **content goes wasted**  
– Content Marketing Institute

**85%** of marketers say the biggest challenge to cross-channel marketing is consumer **data that is unavailable or spread across multiple sources**.  
– CMO Club

**12%** Only 12% of CMOs reported having access to **unified customer data** across transactional, social and marketing data.  
– eConsultancy

## IT'S NOT A TECHNOLOGY PROBLEM

The technology to craft a compelling, personalized customer experience is available today in Adobe Marketing Cloud – and the cloud makes it accessible to brands of all sizes. Yet too few companies are able to deliver the experience their customers' expect.

That's why Epsilon and Adobe have joined forces. We want to help.

### **Powerful Marketing Technology + Unique Customer Insights + End-to-End Services**

Epsilon offers the most comprehensive consumer data and insights ever assembled—and provides a comprehensive set of strategy and marketing services to complement the capabilities of in-house marketing teams.

Adobe offers proven marketing technology and continues to be an industry leader with its clear vision and ongoing innovation.

Together, we provide all the ingredients to ensure success.  
*It's as if the stars have aligned.*



## EPSILON & ADOBE THE PATH TO MARKETING NIRVANA

Today's marketers balance being strategists and tacticians, analysts and visionaries, innovators and brand stewards, technologists and creative directors, and they need to show results.

No one can do everything equally well. Or all at once. That's where Epsilon & Adobe come in. We provide the necessary expertise, customer insights, analytics, technology integration, talent and experience for you to achieve success.

Our team of professionals will work hand-in-hand with you to achieve your success, and will remain engaged with you to monitor performance and address your needs as your business evolves. You'll also have access to strategic consultants deeply versed in your industry, including customer experience best practices, marketing trends and competitive realities.

Together, we'll help you navigate the path to Marketing Nirvana. *It's what we do.*

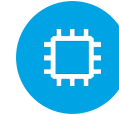
**CUSTOMER INSIGHTS.  
CUSTOMER EXPERIENCE.  
CUSTOMER LOYALTY.  
CUSTOMER SALES.  
MARKETING NIRVANA.**



**Richest, best performing source of US consumer data,** providing precise targeting and the **insights to engage**



**Integration Services** that wrap around existing systems and deliver the capabilities necessary to achieve the best outcomes.



**Strategy Services:** Practical road-maps and timelines to get to Nirvana – with plenty of “wins” along the way.



**Analytic teams** that see what others can't, and the know-how to act upon it.



**Scale**—supporting boutique brands through complex international programs for the Global 500



**Clients trust Epsilon to perform...** They solve the toughest marketing problems and lead the industry in customer satisfaction and tenure.

You'll Think the Stars Have Aligned. We Call it Marketing Nirvana.

**EPSILON®**

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Learn how Epsilon and Adobe can help you achieve Marketing Nirvana. Visit: [www.marketing-nirvana.com](http://www.marketing-nirvana.com)