

**Agility Loyalty**

is Epsilon's total loyalty solution for enterprise organizations. We offer your brand unparalleled marketing insight and a state-of-the-art, fully configurable technology platform; an end-to-end suite of loyalty services and products, backed by decades of experience in loyalty strategy and execution. The effect of our holistic approach? Deep, reciprocal connections with your customers, building loyalty for life.

## Embrace the total solution for loyalty marketing

Epsilon understands loyalty. With over 40 years of loyalty marketing experience, we've been at the forefront of the evolving loyalty landscape, helping hundreds of brands with our strategic, operational and technology solutions. To help keep brands ahead of the curve, we developed a new solution with the power and intelligence to build lifetime brand loyalty – Agility Loyalty.

Agility Loyalty is a unique and effective fusion of services and products that enables your brand to develop meaningful customer relationships and ultimately build lifetime value. Leveraging Epsilon's portfolio of creative services, strategic consulting, industry insights, and technology solutions, we help our clients to connect with their customers in real-time, across all channels, with highly targeted and relevant loyalty initiatives. Whether you seek to reinvent your brand, create differentiation in the marketplace or deepen your relationship with your customers, we customize our approach to best meet your business goals.

### Agility Loyalty At A Glance

**500+** brands supported

**300+** million members managed

**380+** partner programs

**175+** million member campaign messages

**600+** million member transactions per month



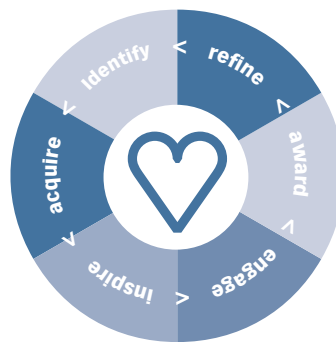


Agility Loyalty serves large enterprise organizations in the following industries:

CPG  
Financial  
Services  
Hospitality  
Retail  
Services  
Telecom

Our solution will support you through each stage of the Agility Loyalty Lifecycle regardless of the industry or brand with the power to:

### Agility Loyalty Lifecycle



#### Identify

Know your target. Design the approach.

#### Acquire

Create relevance. Motivate participation.

#### Inspire

Create a path. Keep it simple.

#### Engage

Make the connection. Make it meaningful.

#### Award

Celebrate the member. Reward the purchase.

#### Refine

Play it again. Only better.

## Why Epsilon?

Epsilon is a proven industry leader when it comes to creating, executing, and managing enterprise loyalty programs and services.

#### Customer engagement

##### – Experiential marketing

Establishes a holistic customer engagement that appears seamless to the consumer, creating a unique experience

#### Integration of platforms and programs

Optimizes programs with a greater value proposition and more ways to earn and redeem through multiple channels

#### Experience

Manages the top loyalty programs in the market with similar goals and obstacles

#### Configurable application set

Adapts a set of integrated applications to meet the ever-changing needs of our clients and their consumers

#### Data segmentation and targeting based upon ROI

Combines profitability-driven value scores and persona clusters with a growth potential to define segments and design a value proposition

### FORRESTER

Epsilon was ranked as a leader in The Forrester Wave™ for Loyalty Program Service Providers, Q4 2013.

**EPSILON****AgilityLoyalty**

## The Agility Loyalty Platform

Epsilon's Agility Loyalty empowers clients to leverage data, technology, and consumer behavior to create a new CRM paradigm that goes beyond a loyalty points program to drive profit across your most meaningful customer segments. Our highly scalable and customizable platform has the capability to operate in milliseconds, ensuring your customers have real-time offers and recognition.



Database and infrastructure that stores, manages, and displays program variables



Transactional data, 360-degree view of member profiles and program specific data elements



Secure and monitored data center hosting



Web services in real-time interaction layers



Seamless integration throughout all communication channels and member activity



Scalability and ability to support complex designs

We created the modern-day business of building loyalty. Agility Loyalty represents years of effort, experience, and expertise. It offers marketers the art, science, integration, technology, strategy, and creative elements to do loyalty the right way.

**It's time to ignite your customer connections.**

Find out how Agility Loyalty can help your brand build long-term loyalty.

**Visit [www.agilityloyalty.com](http://www.agilityloyalty.com) or call 1.800.309.0505 to learn more.**