

# MARKETERS' #1 PRIORITY

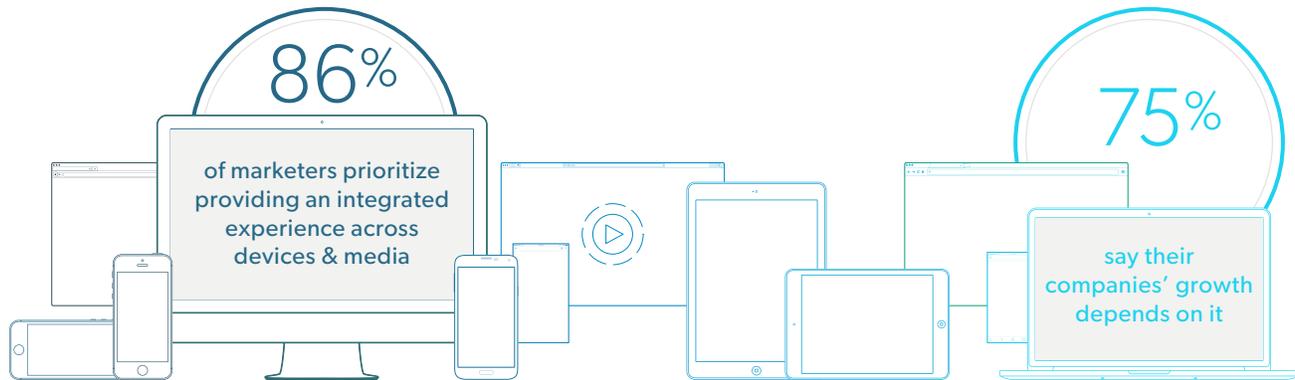
# IS ALSO THEIR #1 HURDLE

EPSILON®

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Most marketers know they need to tailor their messages to fit consumers' fast-changing behavior. But they're not capable of recognizing consumers across devices and media for long periods of time.

## 1:1 RECOGNITION IS ESSENTIAL



## HARDLY ANYONE DOES IT RIGHT

Few companies that believe they have a single customer view (accurately connecting data to profiles) actually do.

### BELIEF

43% of companies

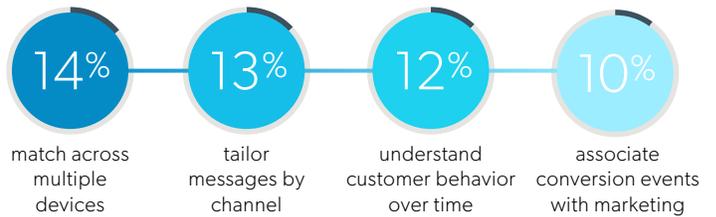
### REALITY

12% of companies\*



## THEIR CAPABILITIES ARE LIMITED

Most digital marketers don't have the right tools.



NEARLY 60% say that the reality of their technologies does not align to the promises they were sold

## ARE YOU ONE OF THE FEW WHO GET IT RIGHT?

### CAN YOUR DIGITAL SOLUTION

- Recognize consumers across devices, even before they log in?
- Match offline transactions to online marketing?
- Build and maintain one view of each consumer—including purchases (online & offline) and cross-screen engagement?
- Ensure consumer privacy without compromising meaningful experiences?

If you checked all the boxes, you're ahead of 90% of the industry.

*If not, it may be time to look for a marketing partner that can help.*

To learn more,

[READ THE FULL REPORT ▶](#)

Stars are based on an Econsultancy survey conducted by Epsilon and Conversant of 220 executives with knowledge of their organization's measurement and analytics capabilities. Sixty-three percent of respondent companies reported revenues over \$1.5 billion in 2015.

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