United in data: Connecting our way to a smarter future

PUBLICIS GROUPE | GWI.

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Q: What **exactly** are we aiming to do here?

A: Work together to deliver audience enrichment at scale.

Epsilon Data Strategy

Identity

Future-proofed People based identity graphs in the most advanced data markets.

Expanding our international reach every day.

Epsilon Data Strategy

Enrichment

Ensuring access to a full view of the consumer.

This includes 1P, 2P and demographics, lifestyles, attitudes, media behaviors, purchase/consumption, attitudes across the brand and category.

Epsilon Data Strategy

Connectivity

Access to the connected customer via tagging, aligned taxonomies, APIs, file transfers and syncs.

To ensure campaigns are developed, activated and measured using deepest, current understanding. Allowing personalization, DCO, optimization and measurement per local data maturity

GWI's role as **partner**

- ✓ **Global access to high quality, recent, consistent deep view of the audience**

- ✓ **Opportunity to "connect" to other data and fuel activation**

GWI's role as partner

✔ **Market-leading panels that match feasibility and quota requirements**

✔ **Continual innovation to meet your changing needs, today and tomorrow**

Looking a little closer...

Respondent-level data

- 47 territories
- Custom fieldwork
- 4+ years relationship
- Core & PACE used in many parts of Publicis
- Easily embedded in existing Publicis systems

Hashed Respondent ID	q2_1	q2_2	q3_16	q3_17	q3_18	q3_19	q3_20
E2557FD03FAAC8E44090A7E0B6214BA0	1	0	0	0	0	0	
8271EAB65DB6815BF85BB793E0B2327B	0	1	0	0	0		
D905FFC157008D4EB203102162AD8B6A	1	0	0	0	0		
1751553084EE83AA55CC4B25293D6F84	0	1	0	0	0		
43AF8BA6A5A4DE11901A718913726A75	0	1	0	0	1		
2C90EBC3AD305928535A58F5F793E7F0	1	0	0	0	0		
E73A8E2D81782AFF5145A29AC1216E5A	1	0	0	0	0		
7991B6CD934D880628B0A19C8FF3EB14	0	1	0	0	0		
0F404EE87D33FB6A41A253CDE48BB612	0	1	0	0	0		
9381D73BB55FD1F7889B35970E4531EA	1	0	0	0	0	0	
FBCC33409413C62D081EDC5FD43C91B1	1	0	0	0	0		
31F73177F24B3448AA5B202E9AEADF65	0	1	0	0	0		
E7A07A38236096B31460EBDE86253817	1	0	0	0	0		
8271EAB65DB6815BF85BB793E0B2327B	1	0	0	0	0		
D905FFC157008D4EB203102162AD8B6A	1	0	0	0	0		
1751553084EE83AA55CC4B25293D6F84	0	1	0	0	0		
13726A75	0	1	0	0	0	0	
F793E7F0	1	0	0	0	0		
C1216E5A	1	0	0	0	0		
8FF3EB14	0	1	0	0	0	0	
E48BB612	0	1	0	0	0	0	
0E4531EA	1	0	0	0	0	0	
FBCC33409413C62D081EDC5FD43C91B1	1	0	0	0	0	0	
31F73177F24B3448AA5B202E9AEADF65	0	1	0	0	0	0	

Cookie sync

- ✓ **Operating successfully in the US since Q3 2020**

- ✓ **30-33% match rate among 25-30% of total respondents**

- ✓ **Approx. 2,000 per quarter**

- ✓ **Accessible in Epsilon PeopleCloud Prospect**
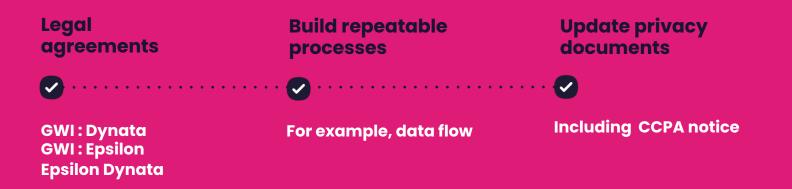
Deterministic match

01
Launching Q4 2021, including backdata to Q4 2020

02
Leveraging shared relationships between GWI:Dynata:Epsilon

03
Goal: more records and higher match rate, including backdata

GWI Day at Publicis

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Who does what?

GWI Provide RLD for GWI Core (USA) --> Epsilon <-- Dynata provide match to Epsilon ID

Steps to success

Legal agreements

✓ .... ✓ .... ✓

Build repeatable processes

Update privacy documents

GWI : Dynata
GWI : Epsilon
Epsilon Dynata

For example, data flow

Including CCPA notice

Timelines and Outcomes

US Match Progress	Q3 2020	Q4 2020	Q1 2021 Estimate	Q2 2021 Estimate
Total quarterly respondent Count	25000	25000	25000	25000
WITHOUT DYNATA				
Total respondent count with panel suppliers approved for matching	6,000	8,100	8,100	8,100
Total actual matched respondent count; estimated 33% match for Q1-Q2	1,960	2,448	2,448	2,448
Matched respondent available in platform	1,960	4,408	6,856	9,304
WITH DYNATA (ESTIMATED)				
Total respondent count with panel suppliers approved for matching	6,000	21,000	21,000	21,000
Total actual matched respondent count; estimated 50% match for Q4-Q2	1,960	10,500	10,500	10,500
Matched respondent available in platform	1,960	12,460	22,960	33,460

So far so good, what's next?

Maximise deterministic match value

01 · · · · · · · · · · · · · · · · · · 02 · · · · · · · · · · · · · · · · · · 03

Optimise sample

E.g. GSK Custom Survey

Additional GWI data sets

Other partners and/or territories

New markets, new solutions

01 ·

Clean-room technology to match outside USA

E.g. Infosum

02 ·

Non-deterministic match (AKA fusion) - led by 3rd party, Publicis or GWI

E.g. Motivational audiences – available in US, UK

03

Direct activation from GWI segments

The team

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Thank you