



## **Epsilon and CitrusAd Recognized in Sell-Side Retail Media Solutions Report by Independent Research Firm**

- *CitrusAd Named a Leader with the Top Score in Performance, and Measurement and Reporting Criteria, Highest Possible Score in On-site Monetization Criterion*
- *Epsilon Named a Strong Performer and Received the Highest Possible Score in Off-site Ad Inventory, Identity Solutions and Innovation Roadmap Criteria*

**CHICAGO and ST. PETERSBURG, Fla. – August 26, 2021** – [Epsilon](#) and [CitrusAd](#) today announced that they were named a Strong Performer and a Leader, respectively, in “[The Forrester Wave™: Sell-Side Retail Media Solutions, Q3 2021](#)” by Forrester Research, Inc. Epsilon received the highest possible score in the off-site ad inventory, integration, identity solutions, omnichannel measurement and innovation roadmap criteria. CitrusAd was the only company to earn the top score in the performance, and measurement and reporting criteria, and the highest score possible in the on-site monetization criterion.

Forrester evaluated the sell-side retail media solutions of eight companies across 25 criteria and grouped into three high-level categories: current offering, strategy, and market presence.

The report follows the July 2021 announcement of [Publicis Groupe’s planned acquisition of CitrusAd](#).

Epsilon’s and CitrusAd’s strengths and complimentary offerings will enable Publicis Groupe to lead a new generation of retail media based on real identity. The full-funnel, integrated approach will allow brands to optimize messages when consumers are most receptive across on-site, off-site and in-store channels, leading to greater conversation rates and allowing consolidated measurement at SKU-level. The combined offering will be informed by a common identity layer, Epsilon’s [CORE ID](#), the only identity offering to be recognized in all four functionality segments in Forrester Research’s “[Now Tech: Identity Resolution, Q3 2020](#).”

**Thibault Hennion, Director of International Operations at Epsilon**, said: “We are thrilled to see both CitrusAd and Epsilon recognized in the Forrester Wave as a Leader and Strong Performer. Their strong performance, in our opinion, confirms Publicis Groupe’s ambition to lead the next generation of retail media. With CitrusAd, brands can optimize their footprint directly on a retailer’s website, with full transparency of their performance at product level. With Epsilon, brands and retailers can unleash all

the power of their partnership by expanding their reach, increasing retention and converting new customers. Epsilon and CitrusAd's complimentary offerings will provide clients with a combined solution that is even more powerful than the sum of its parts. In the end, the unified offering will create a better value exchange between brands, retailers and consumers."

In the assessment of Epsilon and CitrusAd, Forrester Senior Analyst Collin Colburn writes:

"CitrusAd offers superior on-site search, display media, and measurement capabilities in an easy-to-use platform. One client reference said, 'Our suppliers love the flexibility and ease of use of the platform to buy media. And their reporting is stellar.' Clients love CitrusAd's flexible commercial model because it allows retailers to choose from a network model approach or isolated instance of the platform, which can be done through managed service, self-serve, or a bit of both."

"Epsilon's data backbone gives it a unique position within retail media. Epsilon's vision for retail media centers around creating a value exchange between the retailer, brand, and customer, and breaking down barriers between brands and customers. This strategy makes sense for a company known for its data and customer engagement, loyalty, and email capabilities." The report continues, "[It] is strongest in off-site media where its CORE ID solution enriches retailers' first party data for activation. In addition, its identity resolution functionality and off-site media partnerships are top-notch."

This is the latest recognition for Publicis Groupe and its companies. Forrester Research recently named Publicis Groupe a Leader in "[The Forrester Wave™: Loyalty Service Providers, Q3 2021](#)," and earlier this year, Epsilon was recognized as a Leader in both "[The Forrester Wave™: Customer Database and Engagement Agencies, Q1 2021](#)" and "[The Forrester Wave™: Loyalty Solutions, Q2 2021](#)."

Visit [epsilon.com](http://epsilon.com) to access "[The Forrester Wave™: Sell-Side Retail Media Solutions, Q3 2021](#)," and join Epsilon's webinar with guest speaker, Forrester Senior Analyst Collin Colburn, on Wednesday, October 27, as they discuss the future of retail media networks.

*The acquisition of CitrusAd by Publicis Groupe remains subject to customary approvals and is expected to close in the next weeks.*

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## **About Epsilon**

Epsilon is the leader in outcome-based marketing. We enable marketing that's built on proof, not promises™. Through Epsilon PeopleCloud, the marketing platform for personalizing consumer journeys with performance transparency, Epsilon helps marketers anticipate, activate and prove measurable business outcomes. Powered by CORE ID®, the most accurate and stable identity management platform representing 200+ million people, Epsilon's award-winning data and technology is rooted in privacy by design and underpinned by powerful AI. With more than 50 years of experience in personalization and performance working with the world's top brands, agencies and publishers, Epsilon is a trusted partner leading CRM, digital media, loyalty and email programs. Positioned at the

core of Publicis Groupe, Epsilon is a global company with over 8,000 employees in over 40 offices around the world. For more information, visit [epsilon.com](http://epsilon.com). Follow us on Twitter at @EpsilonMktg.

## About CitrusAd

[CitrusAd](#) is the world-leading, white-label, self-serve, ecommerce ad-serving platform that enables retailers to monetize their digital shelf-space while enabling brands to increase sales by launching targeted and cost-effective digital campaigns into retailer websites. Since it was launched in 2017, CitrusAd powers the fastest growing ecommerce ad network in the USA and has become the global, retail industry's preferred ad-serving platform, service and retail media sales organization. Successful retailers, in all verticals across 25 countries are leveraging the CitrusAd platform and real-time relevancy engine to create a more personalized shopping experience and deliver greater ROI for suppliers. For more information, visit <https://www.citrusad.com>

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