

Publicis Groupe launches The Pact, Powered by Epsilon to Guarantee Business Results for U.S. Midsize Companies

- **The Pact: a business outcomes solution that guarantees KPIs including sales, new client acquisition, return-on-ad spend, from digital marketing investments**
- **Provides 100% refund to clients if The Pact does not deliver the agreed outcomes**
- **Powered by the U.S.' most accurate and stable identity management platform from Epsilon and Publicis' market-leading media scale**

April 30, 2020 - Publicis Groupe [Euronext Paris: FR0000130577, CAC 40] today unveiled The Pact, Powered by Epsilon, a new solution to provide U.S. midsize businesses with guaranteed outcomes, to maximize their return-on-advertising spend through the current crisis and to set the foundation for these businesses to be recovery ready.

Every marketing dollar invested in The Pact will be guaranteed to drive real business outcomes such as sales, new customer acquisitions, return-on-advertising spend, registrations, or other agreed KPIs. If results are not delivered, 100% of The Pact investment will be refunded.

Arthur Sadoun, Chairman & CEO of Publicis Groupe, commented: *“With the acquisition of Epsilon, the plan has always been to create data-led packages using AI technology, to guarantee outcomes. We’ve accelerated that product roadmap in service of the times, and we’re starting with the clients that need it most: midsized companies.*

While they may be focused on cutting costs to weather the current storm, they are also well aware that driving sales is critical both now and when recovery returns.

They need to move immediately and create measurable business impact with scarce resources. Every dollar invested will have to deliver.

This is why we have created this unique product that is available now and allows clients to make investments backed by guarantees against targeted outcomes. If we don’t deliver, they get a total refund.

Midsized companies have very clear and measurable KPIs including sales, registration, coupon redemption, and new customer acquisition. These distinct KPIs allow for quick alignment on success criteria.



At a moment when lockdowns have generated new digital behaviors leading to massive additional insight on individual customers, we are able to bring to our clients what they need most in this uncertain period: the confidence to make the right investment for the future of their business.

After accelerating on Marcel for our people, we are now doing the same for our clients with The Pact.

The Pact is the living proof of our commitment to help our clients get through the crisis today and transform for the world of tomorrow.”

The Pact is a package that combines the power of Epsilon’s CORE ID and AI with the unrivalled scale of Publicis Media. Epsilon’s CORE ID is the most accurate and stable identity management platform in the U.S. It represents 200+ million people and is rooted in transactional data underpinned by powerful AI. Publicis Media boasts the largest media buying operation in the US, delivering unparalleled efficiency and competitive advantage for businesses.

Together, through The Pact, these capabilities tap into the proliferation of new data signals from rapidly changing consumer behaviors – such as increased streaming, evolving TV viewership and shopping shifting from in-store to online – to drive timely, relevant messaging. Epsilon’s CORE ID serves as the backbone for The Pact AI models that self-learn and re-write themselves every second to optimize to targeted KPIs. The Pact harnesses the power of billions of digital contextual signals to deliver rich audiences, dynamic creative and one-to-one personalization at scale. The Pact clients will be provided with transparent measurement of every marketing impression and conversion, with a guaranteed return.

Bryan Kennedy, CEO of Epsilon, said: “The rapid shift of behavioral data signals from our new normal of social distancing and shelter in place has further enriched the heart of Epsilon, Publicis Groupe’s data platform, by increasing digital touchpoints by more than 20%, making it an even more powerful, precise source for consumer understanding and personalization at scale.

By combining these newly boosted signals with our set of 200 million CORE IDs, powerful machine learning and a private exchange of thousands of publishers, we created an outcome-based product for clients who need it most.”

View the video [here](#).



About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 83,000 professionals.

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For more information on The Pact, Powered by Epsilon, visit epsilon.com/the-pact

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