

## Publicis Groupe Acquires Marketing Technology Company Yieldify

*Yieldify delivers website personalization for small business and enterprise-level brands*

*Acquisition will extend the reach of Epsilon's enterprise-level solutions to clients in the mid-market*

**DALLAS – January 4, 2022 –** [Publicis Groupe](#) (Euronext Paris FR0000130577, CAC 40), today announced the acquisition of Yieldify, a London-based marketing technology company. Founded in 2013, Yieldify's leading platform and service enable companies to better personalize consumers' website experiences, driving incremental revenue and other desired outcomes by delivering the right message/experience at the right time based on a consumer's profile and stage in their purchase journey.

Yieldify will become part of Epsilon, and its onsite personalization, conversion optimization and customer journey offerings will complement Epsilon PeopleCloud to expand Epsilon's presence in the mid-market. Epsilon previously announced the launches of quick-to-market and simplified iterations of its enterprise-level email and loyalty solutions with [Epsilon PeopleCloud Messaging Essentials](#) and [Epsilon PeopleCloud Loyalty Essentials](#).

The Yieldify platform will also realize increased performance and benefits over time as it is integrated with Epsilon's industry-leading CORE ID.

The Yieldify platform is easy to use and provides clients with:

- end-to-end website personalization based on comprehensive audience targeting;
- customer journey analytics to help discover personalization opportunities and in-depth testing to rapidly identify winning experiences and learn; and
- supports custom design and creative for high-quality digital experiences.

Initially, Yieldify will continue to retain its name and organization as it is integrated into Epsilon over time. Yieldify serves hundreds of clients and supports leading e-commerce websites across North America, Europe and Asia-Pacific. In addition to the company's London headquarters, Yieldify's 90+ employees are spread across regional offices in New York, Sydney and Singapore.

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### 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 96,000 professionals.

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### About Epsilon

Epsilon is a global advertising and marketing technology company positioned at the center of Publicis Groupe. We connect advertisers with consumers to drive performance while respecting and protecting consumer privacy and client data. Epsilon accelerates clients' ability to harness the power of their first-party data in order to enhance, activate and measure campaigns with confidence. We believe in an open, privacy-first advertising ecosystem. Over decades, we've built the industry's most comprehensive identity graph to give brands, agencies and publishers the ability to reach real consumers across all channels and the open web. For more information, visit [epsilon.com](http://epsilon.com).

### About Yieldify

Yieldify is a website personalization engine that helps e-commerce businesses drive increased revenue from every website visitor. By combining our end-to-end service and proprietary technology, with deep industry expertise you can expect significant onsite conversion and revenue impact. Yieldify delivers customer journey optimization for leading e-commerce websites, from SMB to Enterprise businesses including Homair, L'Oréal, Made in Design, and New Balance.

Learn more at [www.yieldify.com](http://www.yieldify.com).

### Epsilon

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