



# PRESS RELEASE

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## Epsilon joins Yocova as a member of the Partner Programme

[Epsilon](#), a global advertising and marketing technology company and part of Publicis Groupe, has joined Yocova as a member of the partner programme. For more than more than 30 years, Epsilon has worked with marketers at the world's leading brands to harness the power of their first-party data so they can enhance, activate campaigns with confidence, transforming the consumer experience. With clients in a range of fields including travel and aviation, Epsilon uses identity-based solutions and consumer views alongside cutting edge technology, solutions and services to help brands deliver personalisation, business growth and customer value. For the travel and aviation industry, Epsilon helps brands to identify guests and passengers and create relevant experiences across the journey, building long-lasting relationships with customers.

As a Yocova member, two of Epsilon's industry-leading offerings can now be accessed by the global network of aviation businesses and professionals who are connected on the marketplace. They include:

- [Epsilon Digital](#)— Epsilon's suite of solutions for performance-based, personalized digital media at scale—drives real business outcomes by delivering relevant messages to in-market customers wherever they're most engaged. Epsilon Digital enables marketers to activate, personalise and optimise marketing in real time across display, online video, connected TV and audio.
- [Onsite Personalisation](#) for mid-sized brands, powered by Yieldify, an Epsilon company. The solution offers end-to-end website personalisation, customer journey analytics, and supports custom design and creative for high-quality, personalised consumer experiences.

### Yocova comment

"We're delighted that Epsilon has joined the Yocova partner programme. Enhancing customer experience is a crucial focus of the aviation industry right now, so it's great to have a global market leader in this field onboard, ready to connect with and provide its solutions and services to, businesses and professionals within our industry."

### About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.

The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:



- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 8,500 aviation professional members from across 475+ airlines and 840+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

### **Yocova contact details**

To find out about Yocova membership, join conversations, groups, collaborate, and access the latest aviation insights and digital solutions, email [members@yocova.com](mailto:members@yocova.com)

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