

AmpID™

AI-Powered Customer Identity Resolution & Management: Fully Flexible, Radically Transparent



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"being able to have confidence in your customer identity resolution is really the bedrock to any consumer analysis. With Amperity, we're able to dissect how customers are stitched together at a very granular level, so if there is ever any question as to how a customer ID is generated, we're able to speak to that with certainty."

Jack Bush, Senior Marketing Analyst,
Decker's Brands

Bringing together fragmented customer identities

Consumers want brands to understand and cater to them as individuals during every interaction. When brands get this right, campaign ROI and customer loyalty skyrocket. When they don't, consumers actively switch to brands that can better meet their expectations. Because of this, teams go to incredible lengths to personalize messages, segment audiences, and build seamless experiences. But there's a hidden landmine that can destroy all of these efforts: **bad identities**.

Every system has its own way of identifying customers, and the longer a person interacts with your brand, the more fragmented their identity becomes. Traditional approaches to resolving and managing identities are manual, inaccurate, and incomplete, leaving brands with a partial, and worse, erroneous view of individuals. Anonymous traffic and interactions make the problem worse as it is impossible to discern if these are potential new customers or your most loyal coming in thru new channels. Many solutions over-rely on costly and opaque third-party data, making teams question their entire identity foundation. Brands need a smarter identity foundation – one that both **builds trust with consumers** and **builds trust with the teams** that rely on it produce the outcomes they're working for.



AmpID™ Overview

AmpID lets you finally know every customer as an individual, across every interaction with your brand. Patented AI, trained on billions of records, accurately resolves customer identifiers, even when data is riddled with inconsistencies. Because algorithms do the work, there's no rule writing (or re-writing), and you can incorporate new identity data at any time. The result is rich, accurate individual identity and

household graphs that are stable, even when customers interact in different ways, on new channels, and with changing personal information. AmpID uses the power of compliant, first-party data and a fully transparent approach to build a consistent, trusted identity foundation for your business, so the work you do to understand, engage, and serve your customers drives the results you want.

Key Features of AmpID™



AI-powered identity resolution. Every day.

Multi-patented AI automatically resolves identities on a daily basis, finding and correcting matches that other approaches routinely miss.



Identity stitching at massive scale

Built for scale, AmpID resolves massive amounts of identity data from any source (daily transactions, digital interactions, and full historical datasets).



Universal IDs that are stable over time

AmpID provides the universal and stable identity for the entire business, connecting teams, systems, and channels for a consistent view of the customer.



Accurate identity & household graphs

Rich first-party identity and household graphs built using industry best practices, with direct integrations for data standardization, hygiene, and anonymous-to-known linking.



Transparent identity exploration

Transparent user interface lets you view and understand why every connection is made, building trust and adoption in your identity data.



Flexibility & control

Flexibility to set thresholds, break apart records, or connect records as needed, giving you extra control over how your identities are managed.

CASE STUDY

CHALLENGE

Large International Quickservice Restaurant needed a comprehensive understanding of their customers for analytics, advertising, compliance, and paid media attribution. The brand had a unified, accessible view of loyalty members' transactions and interaction data, but non-loyalty purchasers were all but invisible to marketing and data science teams. They needed a way to rapidly, scalably resolve identities for their entire customer base on a daily basis, leveraging 1st party identity data trapped in WIFI logins, billions of daily in-store transactions, and more. The necessary data was massive, trapped in silos, and used inconsistent identifiers across systems.

SOLUTION

The brand used AmpID to continuously ingest and resolve in-store transactions, WIFI logins, loyalty account information, and 3rd party identity data. This allowed the team to build not only a more holistic view of their entire customer base, but an accurate, 1st party identity graph, refreshed daily, that powers a single, universal customer identifier for all their systems, teams, and initiatives.

RESULTS

- + Amperity-generated, universal ID spans in-store transactions, store location data, loyalty program & Wi-Fi registrations
- + Correct attribution of \$100M in paid media to previously anonymous in-store purchases
- + 144% increase in marketable audience by integrating anonymous datasets
- + 8% deduplication of their loyalty program database

Amperity &

Amperity is the only CDP that takes a comprehensive approach to helping you use data to serve your customers. Our suite of enterprise-grade products addresses the full spectrum of customer data challenges, from identity resolution to assembling and accessing the elusive customer 360 to uncovering and activating the customer intelligence that matters. Amperity puts you on a fast-track to customer-centricity, builds trust, and enables true customer-centric alignment and collaboration. Give us 30 days to see how customer data can change your business.

Amperity works with 100+ leading global brands across industries including Alaska Airlines, Patagonia, Starbucks, J.Crew, Planet Fitness, and Uniqlo.



To see if our platform might be the right choice for your brand, contact us at hello@amperity.com.

