

Amp360™

The modern customer 360: Access for all to complete customer profiles



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“What’s holding us back? Data silos! Fragmented data caused by fragmented organizations leading to a fragmented customer experience.”

Sr. Director of Product Management,
Marketing & Enterprise Customer Data,
Retail Client

Inaccessible & Inactionable Customer Data

Business leaders are on a mission to drive growth from customer-centric, data-driven business strategies. And this requires data – holistic and ready-to-use customer data, accessible to all the teams and systems that need it. But for most brands, customer data remains trapped in siloed systems. Customer profiles are still fragmented. And the monolithic integration projects that aim to solve for this are painfully slow, costly, and rigid – and worse, fail to deliver most of the time.

The result? Personalization efforts flounder. Audiences can’t be reached. Analysts can’t unearth basic insights about the customer. Attribution is impossible. Frustrated teams operate as disjointed units, lacking the data they need for success. Brands need a modern customer data solution – one that’s fast to set up, delivers on business leaders short-term goals, and meets the sophisticated, long-term demands of the enterprise.



Amp360™ Overview

Amp360 is a cloud-based, modern Customer 360 that gives your team real-time access to truly comprehensive and actionable customer profiles. Fast, friction-free implementation and raw data ingestion incorporates data in days or weeks instead of months or years (no schema planning or pre-processing needed). Data is flexibly shaped into 100 or more best practice and custom attributes, so

it’s ready for marketing, analytics and data science Teams can directly access and explore their data with high performance visual and SQL interfaces, and automate data delivery anywhere. Amp360 helps brands leapfrog endless integration projects, expand audiences, and serve their customers by providing a reliable and complete source of customer truth to the entire enterprise.

Key Features of Amp360™



Customer 360 Databases

Holistic databases configured for the full spectrum of customer-centric analytics, marketing, customer support, and compliance use cases.



Best Practice & Custom Attributes

Dozens of automatically-generated attributes on every profile for instant actionability, and ability to easily create new, custom attributes at any time as new use cases arise.



Simple, At-Scale Integration

Raw customer data ingestion from any source, in its complete and native format, no ETL or schema mapping necessary, saving months of integration time.



Lightning-Fast Queries At Scale

Robust SQL query engine and visual UI for the business user provides real-time access and insights across your entire customer base.



Massive Data Processing

At-scale data processing, including historical data, digital interactions, and all other online and offline behavioral data, for a truly complete view of the customer.



Monitoring & Maintenance

24/7 monitoring and alerts for all ingest and egress feeds, with built-in change management capabilities that allow for safe, easy maintenance while running business as usual.

CASE STUDY

CHALLENGE

The retailer wanted to understand their customers and deliver the right offers and messages in every channel. But with only 50% of their customer data accessible and a 7 to 10-day lag from when data was created to when it could be analyzed and used, the team was stuck delivering the blast and batch communications of the past.

SOLUTION

In 18 weeks, the brand deprecated their legacy Epsilon solution and replaced it with a fully unified and connected Customer 360 view powered by Amperity, with 100+ unique attributes on every profile that is refreshed daily. These profiles are now syndicated daily across the enterprise, fueling advanced analytics, direct mail, marketing personalization, and more.

RESULTS

- + Slashed latency by 86% from 7 days to fresh data daily.
- + Corrected lifecycle status for 25% of customers (active, cooling, at-risk) by accurately attributing engagement and transactions thereby enabling the right engagement actions with those customers.
- + Enabled true customer-centricity at scale with automation of comprehensive customer data to data lake & marketing systems.

Amperity &

Amperity delivers the data confidence brands need to unlock growth by truly knowing their customers.

With Amperity, brands can build a first-party data foundation to fuel customer acquisition and retention, personalize experiences that build loyalty, and manage privacy compliance. Using patented AI and ML methods, Amperity stitches together all customer interactions to build a unified view that seamlessly connects to marketing and technology tools. More than 400 brands worldwide rely on Amperity to turn data into business value.



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