

## Supermarket Chain Boosts Loyalty with Personalized Campaigns

**60%**

reduction in duplicate customer records

**63**

audience feeds powering personalization daily

**+100%**

increase in return on spend with item-level loyalty reminder campaign

**10X**

growth in transactional data across RMNs

### THE CHALLENGE

#### 3x duplicate customer records preventing personalization

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Imagine running the largest grocery chain but not knowing who your shoppers really were. Their system showed nearly 3x more customers than the country's entire population. Worse yet, 44% of all purchases were unlinked to any customer profile. They had to find the right tool to sift through millions of duplicated profiles.

Although 75% of adults were enrolled in the grocery store's loyalty program, inaccurate customer profiles stood in the way of being able to personalize messaging to drive incremental revenue from existing members. Moreover, the disjointed customer profiles meant low match rates made it harder to create effective segments in third-party media networks.

### THE SOLUTION

#### Superior customer identity resolution fuels alignment

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Banded together under the CEO's vision, the presidents of all 22 business units began coming together for monthly meetings during the evaluation phase, and continue to do so.

The VP of Technology and Analytics, had previously implemented Amperity and recognized its superior customer profiling capabilities. Leadership agreed personalization was crucial for increasing revenue from loyal customers and attracting new ones through paid media. Collaborating with Accenture on an RFP for identity resolution revealed broader departmental needs, making an in-house solution impractical due to time constraints.

“Amperity has enabled us to automate our personalized campaigns, significantly improving Marketing ROI. Before Amperity, we knew these results were possible, but the level of manual data engineering effort made mass personalization impractical. We're now seeing 100% life when using item-level transaction data to personalize.”



**VP, Technology & Analytics**  
Supermarket Chain

## THE RESULTS

### Knowing their customers led to increased loyalty spending

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Amperity’s AI-powered ID resolution and commitment to customer profiles proved to be key differentiators. The ID resolution process stitched together 102 million customer records and deduped 41 million—a 60% reduction. This resulted in an 18% improvement in transactions attributed to loyalty members by backfilling past transactions matched on tokenized credit cards and other PII.

Every day, they integrate all audience products into Amperity, with 63 audience feeds per day powering personalization. The chain boosted incremental loyalty revenue through personalized campaigns, like “Spend an additional \$10 over the course of six days for 500 extra loyalty points,” generating millions in incremental revenue each year. This approach saw increased spending, enhanced engagement, and fortified brand loyalty.

Improved customer profile accuracy significantly boosted third-party media network match rates. Phone number identification shot up by 60%, while email matches increased by 4.3%. This initiative also led to a 5% increase in Meta response rates and a tenfold growth in transactional data within retail media networks.

## CONCLUSION

### Accurate customer records boost revenue

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Through its strategic partnership with Amperity, the grocery store chain successfully transformed their disparate customer data into a unified, accurate system that delivered tangible business results. By removing duplicate profiles by 60% and increasing transactions attributed to loyalty members by 18%, they successfully deployed hyper-personalized loyalty campaigns including an MVP bonus points reminder campaign, that generate millions yearly in incremental revenue. The project consolidated their 22 business units' data and significantly improved media matching capabilities— phone number identification increased by 60% and email matches rose by 4.3%. This case is a masterclass in how organizing customer data can turn a messy situation into a powerful engine for personalization, customer engagement, and revenue growth.