

# Unified profiles and rich segmentation drive optimization across paid channels



## THE CHALLENGE

### Siloed data, manual processes

Each brand within the SPARC Group portfolio\* took a different approach to segmentation, but all brands shared the same pain point of relying on manual processes to build first-party audiences and distributing them to media partners at scale. Additionally, the robustness of the customer profiles was limited to the data available in each individual system within the tech stack. This siloed data prevented the brands from accurately identifying high value customers and made it tough to build a fully comprehensive first-party data activation strategy.

## THE SOLUTION

### Robust unified customer view, direct data activation

With Amperity, brands within the SPARC Group portfolio unlocked the ability to bring data from all systems together — including online and offline data — to create one unified view of the customer, and most importantly, accurately identify high-value customers. Paired with Amperity's predictive models, SPARC Group brands can now generate more sophisticated audiences using their first-party data that combine all engagement and transactional behaviors to enhance performance. Additionally, directly activating these audiences to media platforms like Meta and Google eliminates the need for any manual process or intervention, freeing up the teams' time to focus on driving strategy and value. First-party data audiences are then automatically refreshed to assist SPARC Group brands in acquiring and retaining customers through every stage of their journey.

## THE RESULTS

### Targeted audiences, optimized spend

SPARC Group brands targeted their highest-value customers in paid channels using Amperity's predicted CLV model, a tactic intended to improve return on ad spend and to reduce media dollars on low potential shoppers.

“Amperity uniquely allows us to bring together even more data sources in a single environment where we can **build more sophisticated and informed audiences** that we can test and learn across our media campaigns.”



**Karilyn Anderson**

Group VP Digital Marketing & CRM, SPARC Group

# 5X

ROAS compared to baseline audiences, using predicted CLV for segmentation

# 16.6%

Conversion rate for high-value segment over three-month measurement period\*\*

\*\*For a specific SPARC Group brand