

Amperity & Fast Casual Dining Brand

CASE STUDY

Fortune 500 brand uncovers unknown audiences, significantly increases reach, and optimizes paid media

About the Company

A Fortune 500 fast casual dining brand wanted to better understand their whole customer base, so they could provide everyone with the same types of personalized experiences enjoyed by loyalty members, and to get the most out of their marketing and paid media spend.

The Challenge

The brand knew that of the roughly 100 million customers who transact in-store, the majority were non-loyalty members. These customers typically use a credit card and give no usable personally identifiable information (PII). With only a sliver of data about each of these customers, the brand couldn't understand or market to them at all, let alone personalize their experience, and was unable to attribute paid media spend to their purchases (to know if their marketing dollars were working). This left them at a competitive disadvantage at a time when consumers are choosing brands that cater to their unique needs.

The Solution

The brand used Amperity to build an always-on Customer 360 inclusive of all their customers, not just loyalty customers. This relied on two distinct Amperity capabilities: an identity resolution layer and audience expansion technology.

Amperity's patented, privacy-compliant identity resolution technology rapidly analyzed and unified all online and offline 1st party customer data. This includes in-store transaction data, store location information, loyalty program data, and Wi-Fi registrations. Amperity probabilistically matched all records across these systems, including duplicative loyalty memberships and records that lack unique linking keys. This resulted in a comprehensive 1st party identity graph with universal and persistent customer identifiers across the enterprise, that stitched together systems and records that were previously fragmented.

Amperity's proprietary audience expansion technology creates a marketable audience from PII-sparse transactional records, such as credit card swipes. This audience expansion process helped unlock the brand's "unknown" customers – those who only transacted in-store and were not members of the loyalty program.



Use Cases

Powered by a comprehensive Customer 360 foundation, the brand deployed several high-impact marketing, analytics, and compliance use cases that run continuously:

Previously “unknown” customer activation

- Programmatically send enriched 360 profiles of previously “unknown” in-store purchasers from Amperity to a CRM onboarder and then to a DMP for targeted paid media

Paid media attribution and optimization

- Reduce reliance on 3rd party data for targeting, lowering costs
- Automatically suppress existing loyalty customers, reallocating spend to net-new customer acquisition
- Match in-store transactions against media impressions (again using a CRM onboarder and their DMP) and use the output to attribute paid media to purchases and optimize spend allocation

More powerful modeling & analytics for all customers

- Fuel reporting environments with Customer 360 data for customer health monitoring and reporting including:
 - Customer acquisition and retention rates by channel
 - Loyalty conversion rate and customer lifecycle tracking for every stage in the journey
 - Identity scale and stability over time
- Enable predictive long-term customer value, sophisticated taste profiling, and product affinity for enhanced customer segmentation across their full customer base

Best-in-class CCPA compliance

- Enable the ability to “forget” a complete customer profile, including all PII, contact information, and interaction data, not simply a single email address, delivering on the full meaning of the law and building consumer trust

Similar to the identity resolution process above, the brand used Amperity to analyze the PII-sparse transactional records alongside a richer consumer and behavioral data package to intelligently uncover the likely identity of otherwise unknown individuals – considering a wide array of signals such as historical spend, purchase patterns, predicted propensity to buy, household credit card usage, and more. In general, this process reveals the likely identity of 30-50% of in-store purchasers, allowing brands to enrich scant records with additional customer information and to engage large portions of previously unreachable customers with both digital and direct mail marketing.

With an accurate view of customers across all sources and systems, Amperity enabled the brand to build a true Customer 360 database. This unlocks a deeper understanding of every customer, powering cross-channel marketing, advanced analytics, and media spend optimization for a greatly expanded marketing base.

The Results

8%

Deduplication rate of known loyalty customers within the loyalty database (revealing that many people held multiple loyalty program memberships despite this diminishing their benefits)

144%

Increase in marketable audience through intelligently matching the sparse transaction data and the consumer data package

C360

Always-on Customer 360 foundation that unifies billions of historical records against 30M+ new records daily, deepening understanding of customers and powering enriched, personalized experiences

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses.

The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

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