

Unify your customer data with AI. Accelerate your business.

Amperity is the customer data platform that helps brands build the unified first-party customer data foundation they need to grow revenue, reduce costs, save time, and stay compliant.

We've revolutionized the way brands identify, understand, and connect with their customers by using AI to deliver a comprehensive and actionable Customer 360. This unified view improves marketing performance, fuels powerful customer insights, and enables world-class, real-time customer experiences.

With Amperity, technical teams are freed from endless integration and data management headaches, and business teams have direct access to the comprehensive data they need to build long-term customer loyalty and drive growth.



patagonia



WYNDHAM
WORLDWIDE

SERVCO

DECKERS
— BRANDS —

tapestry

Here's what makes us different:



Patented Identity Resolution

Accurate, up-to-date, unified profiles offering complete transparency & control.



Built for Collaboration

Easy to access and use with the flexibility to adapt to the needs of each department and their preferred technologies.



Enterprise-Grade

The scale, security, and speed necessary for today's global consumer brands.



Industry-Leading ROI

Sprint to value with guidance by a team of specialists with industry experience.

80%

Productivity improvements for data management. Solve problems that took 8-10 months in days or weeks.

190%

Increase in loyalty registrations due to precise, timely, and personalized communications.

1.5%

Increase in overall revenue from predictive personalization across channels.

85%

Faster ingestion and integration of new data sources into a C360 for marketing and analytics.

2-5x

Increase in ROAS through more relevant audience segmentation.

15%

Increase in revenue per email from better product recommendations.

"Amperity customers, on average, experienced a 993% return on investment."

993%

"This ROI was the result of increased revenue from Amperity-powered use cases and efficiency and productivity gains from Amperity's better data management."

FORRESTER[®] Amperity three-year return on investment as calculated by Forrester

Platform overview



Amperity consists of three core capabilities, each powered by DataGrid.



AmpID™

AI-Powered Customer Identity Management

Radically transparent, flexible, for all your known and anonymous data, 3P cookie-free



Amp360™

The Enterprise Customer 360

Easy to customize, govern, and use across technical, analytics, and business workflows



AmpIQ™

Marketing Intelligence & Activation Hub

Predictive analytics, point & click segments and insights, and easy omni-channel activation

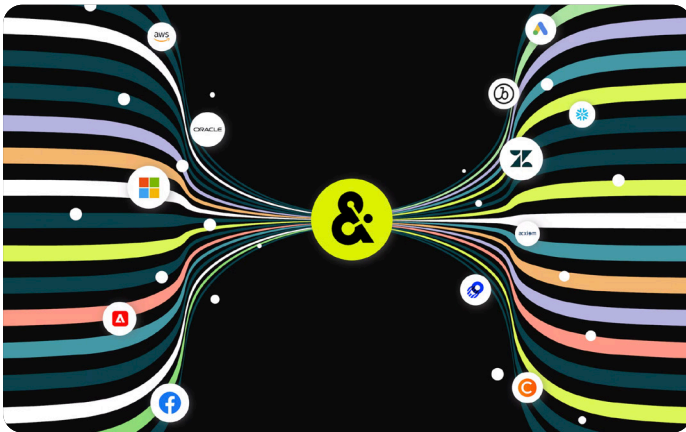
POWERED BY



DataGrid™

Connected Customer Data Infrastructure

Built to power massive data ecosystems, real-time sync via hundreds of closed-loop connectors, and a focus on scale, security, and flexible change management



200+

Hundreds of integrations to the systems you rely on

Amperity offers an array of pre-built connectors with the most popular tools across advertising, customer care, analytics, business intelligence, and loyalty.

Our customers are our biggest fans

"Amperity allows us to better understand our customers and put actionable insights into the hands of our teams to drive experimentation and activation, enabling us to personalize the critical touchpoints our brands have with our customers without the need for significant technology expertise or code."

Noam Paransky,
Chief Digital Officer
Tapestry

"Amperity helped us put our guest at the center of our business. Our partnership has equipped our teams with access to customer insights and predictive analytics they can rely on, enabling them to deliver customer-centric journeys from pre-flight onwards, improving loyalty, retention, and revenue growth."

Natalie Bowman,
Managing Director,
Marketing & Advertising
Alaska Airlines

"Amperity has given us the ability to turn disparate and sometimes disjointed customer data into a complete first-party data foundation. Amperity is enabling us to drive better business results and safely and securely transform our customer data into exceptional experiences."

Steve Miller
SVP, Strategy, eCommerce & Analytics
Dick's Sporting Goods