



## Amperity Helps Global Automotive Leader Servco Boost Sales Conversions by 62 Percent

**INDUSTRY:** Retail  
**VERTICAL:** Retailers  
**INDUSTRY PRIORITY SCENARIO:** Build resilient supply chains.

### To be customer centric, you must first know your customer

Success in the competitive auto industry requires intimate knowledge of the customer base. Last year, the National Automobile Dealers Association reported 16,623 new light vehicle dealerships in the US alone.

Servco operates more than 30 automotive dealerships offering new and used car sales, and repair service. It also operates Hui Car Share and Fender guitars. The company ranks in the top 20 U.S.-based automotive dealer groups with Toyota, Lexus, Subaru, Chevrolet, Jeep, and Isuzu Ute dealerships. It is the largest automotive group in Hawaii, and the largest Toyota dealer group in Australia.

### Breaking through data silos

The automotive industry faces a particularly fragmented data landscape. Critical data is siloed among car manufacturers, parts dealers, auto dealerships, and regional marketing networks. That makes it hard for brands to offer a seamless customer experience.



### Benefits

New marketing segments delivered **140 times** faster than before

**36%+** increase in open rates, and **68%** increase in click-through rates

**62%** increase in conversion rate on generated leads

To gain a competitive advantage, Servco sought a complete view of customers and their households. That's why it chose Amperity as its customer data platform (CDP). Servco sought to:

- Glean insights across the business to make informed decisions
- Expand digital channels and platform for agility and growth
- Measure the impact of marketing campaigns
- Create an omni-channel experience and digital customer journey



"Amperity has been a fantastic partner in our digital transformation. The solution enables us to consistently get at our customer information, make sense of it, and then act on it in more meaningful ways. It has improved our customer engagement and marketing results and has helped us accelerate our omnichannel growth."

Peter Doohar, VP Digital, Servco

## 360-degree customer views enable targeted marketing

The Amperity CDP empowers Servco to position its customer at the center of every decision. Amperity ingests raw data from legacy systems and uses patented AI-driven ID resolution to provide a unified view of each customer. The resulting insights empower Servco to enhance the customer experience, driving revenue and loyalty.

Seamless integration between Amperity and Tableau helps business intelligence teams move faster. Servco used Amperity to democratize data access. With new dashboards to monitor the purchase path, the entire enterprise has access to the metrics that matter. Additionally, Servco teams can create customer segments 140X faster than they could before, accelerating the deployment of new, targeted service, sales, and marketing initiatives.

"By utilizing Amperity, we built some great dashboards that answer the 'what happened,'" says Tausif Islam, Director of Data Visualization and Analytics at Servco. "What's exciting is that Amperity is helping us answer the 'why' as well. By tying together our customer interactions with the Amperity ID, we've been able to follow our customers' journeys and identify opportunities."

A 360-degree view of the customer enables the marketing team to drive results using new tactics such as:

- New prospect autoresponders
- Enhanced welcome campaigns
- Remarketing campaigns across sales and service.

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### CDP in the cloud

The Amperity solution is built on the Microsoft Azure platform. Cloud-scale computing power accelerates time-to-results. Using Azure, Servco can scale worldwide as its customer base grows. With more regions than any other cloud provider, Azure is well-suited to a global operation like Servco.

### Data-driven decisions fuel dramatic results

"Amperity has been a fantastic partner in our digital transformation, says Peter Dooher, VP of Digital at Servco. "The solution enables us to consistently get at our customer information, make sense of it, and then act on it in more meaningful ways. It has improved our customer engagement and marketing results and has helped us accelerate our omnichannel growth." The results speak for themselves. Servco has seen major increases in open and click-through rates for its digital marketing. Most importantly, it has achieved a 62% jump in sales conversions from leads.

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### About Amperity

Amperity's mission is to help companies use data to serve their customers. The company has revolutionized the way brands identify, understand, and connect with their customers by leveraging AI to deliver a comprehensive and actionable Customer 360. This unified view improves marketing performance, fuels accurate customer insights, and enables world-class customer experiences.

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