



Amperity and AWS Partnership Use Case Guide

AMAZON PINPOINT, AMAZON PERSONALIZE, AWS LAMBDA/Real-Time

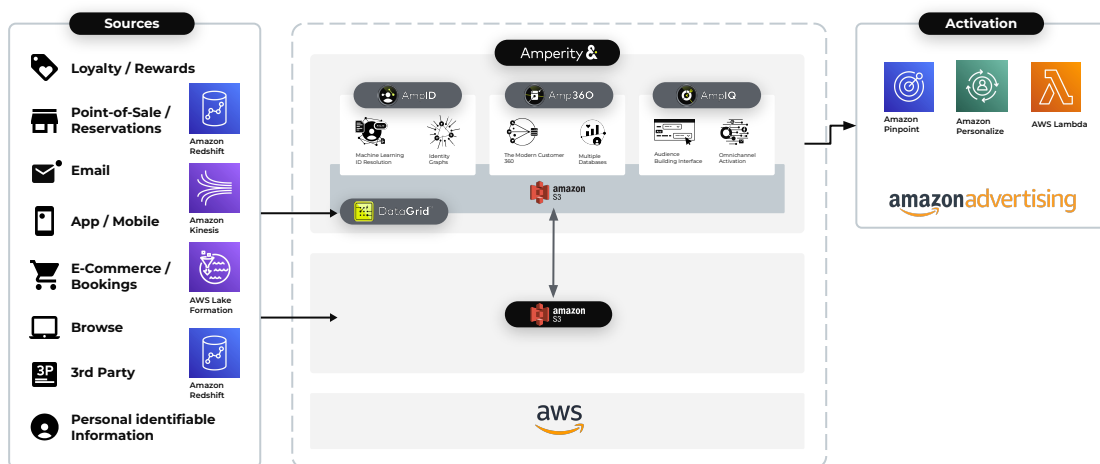
Overview:

- + These services have limited capabilities for handling duplicate users.
- + These tools can be more effective when engaging with the customer when customer demographic, transaction, clickstream, and campaign response data is consolidated into usable calculated attributes and signals.

Together With Amperity - Key Benefits:

- + Have a persistent key that identifies all user records and creates efficient workstreams in these platforms for both outbound engagement and inbound campaign attribution.
- + Deliver the right message to the customer based on all their engagements with the brand.
- + Gain accurate and effective predictive recommendations.
- + Use the customer's signal data to properly provide them with the in-app or website experience they are expecting.

ARCHITECTURE



KEY USE CASES

- + Multi-channel outbound marketing
- + Website/app personalization
- + User identification (lookup)
- + Product recommendations
- + Next-best-action decisioning

HEAR FROM OUR CUSTOMERS

"Having a robust understanding of our guests and what drives them to stay with our franchisees is essential to our business. Through our new platform from Amperity, we're able to have a complete 360 guest view, unlocking new insights that allow us to be timelier, more efficient and more effective in our efforts to engage the everyday traveler."

– Lisa Checchio, CMO Wyndham

Use Case 1

The Case for a Unified Customer Data Foundation for Marketing and Beyond

[View Webinar](#)

Use Case 2

How Seattle Sounders Increased Season Ticket Deposits by 80%

[Watch Now](#)

AMAZON SAGEMAKER, AMAZON NEPTUNE

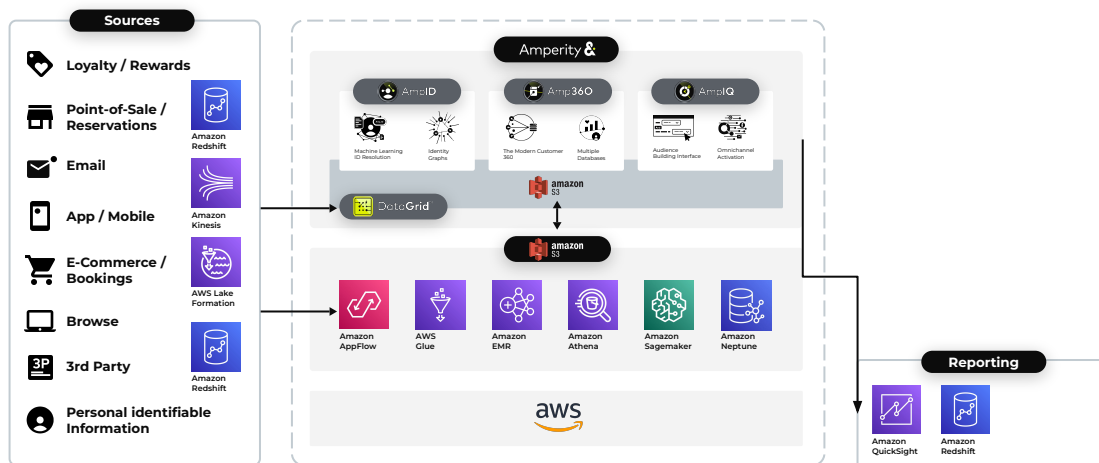
Overview:

- + Analytical models are only as good as the data; with the lack of an accurate view of the customer all dependent customer models will be skewed.
- + Models require lots of effort to consolidate customer demographic, transaction, clickstream, and campaign response data into usable calculated attributes and signals.

Together With Amperity - Key Benefits:

- + Creation of a persistent customer key that helps data scientists create models and reports that monitor behavior.
- + Develop accurate analytical models.
- + Generate accurate, effective predictive recommendations.
- + Build dashboard and reports easily.
- + As the data ecosystem grows, the process to add data to analytical models or reporting becomes streamlined and the time-to-value shortened.

ARCHITECTURE



KEY USE CASES

- + Any model - propensity, recommendation, look-a-like, lifetime value, and predicted lifetime value etc.
- + Any dashboard/reporting – customer engagement, financial, product, etc.

HEAR FROM OUR CUSTOMERS

“With our prior vendor, we had no faith in the identity resolution process and how IDs were generated. Amperity has made it very easy to get insights. It's been really refreshing using Amperity and having transparency into how a [customer] ID gets formed and which pieces of data across a dozen different systems are stitched together to form that holistic view of the customer in our database.”

– Jack Bush, Global Consumer Analytics Leader, Decker Brands

Use Case 1

The Must-Have Customer Data Foundation for Modern Analytics

[View Guide](#)

Use Case 3

Amplify 2021 – Customer Insights to Fuel Your Multi-Brand Strategy with Advanced Analytics

[Watch Now](#)

Use Case 2

Predicting Customer Lifetime Value with Unified Data

[View Guide](#)

AMAZON CONNECT

Overview:

+ Contact center apps are traditionally only hydrated with only bits and pieces of data from numerous systems, and agents don't have all the necessary data to properly respond to customers.

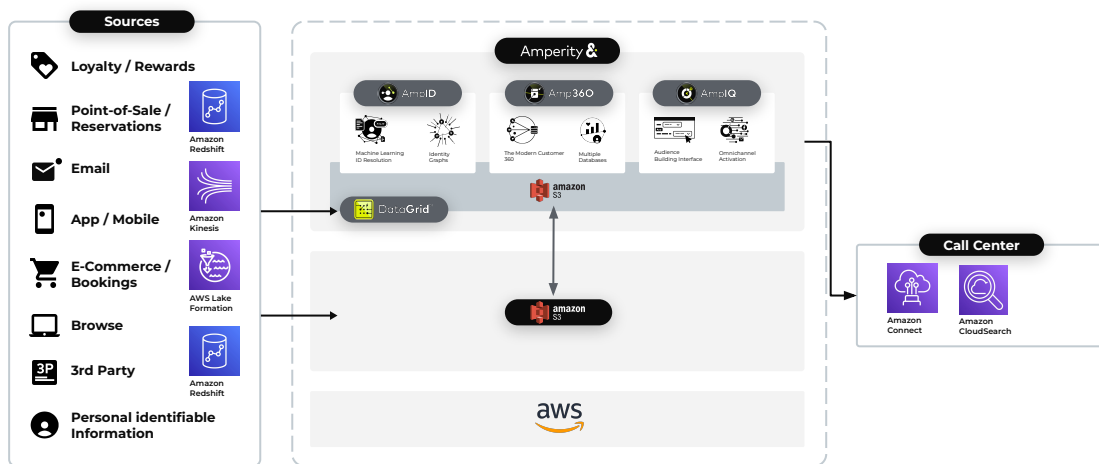
Together With Amperity - Key Benefits:

+ Providing the consolidated view of the customer within the contact center platform allows call center agents to personalize their engagement with the customer.

+ The consolidated view of customer data streamlines the "call" helping the agent effectively respond to the customer.

+ As the data ecosystem grows, the process to add data to the call center platform will be streamlined.

ARCHITECTURE



KEY USE CASES

Enhancing the customer experience when the customer engages the call center

+ Understanding lifetime brand engagement + Past purchases + Marketing campaign/offer receipts

HEAR FROM OUR CUSTOMERS

"Everything we do revolves around improving our runners' experience, and that means leveraging customer data in every interaction. At a technical level, that means having our CDP and CRM systems work in lockstep. When a runner contacts us with a question or even an issue, the additional customer data enables the Brooks team to serve them even faster."

– Mark McKelvey, IT Lead in Europe, Brooks Running

Use Case 1

CDP + Customer Support:
Using Customer Data to
Create Delightful Customer
Service Experiences

[View Webinar](#)

Use Case 2

Why Your 1980's
Approach to
Householding Is Holding
You Back

[View Webinar](#)