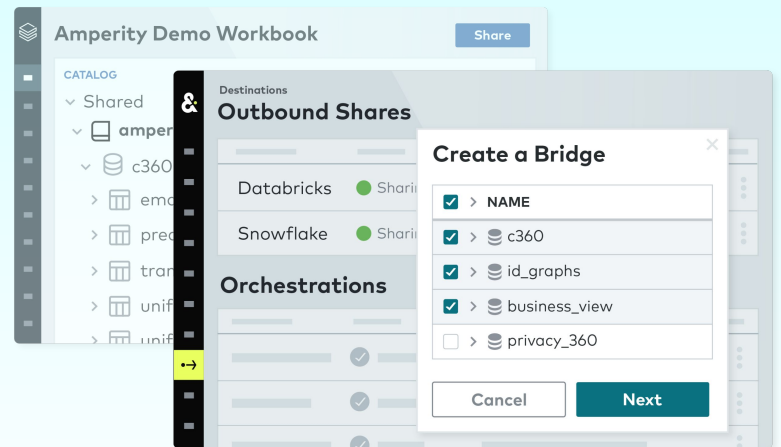# Customer Data Cloud

Build accurate customer profiles in Databricks faster with AI

Data-Driven Strategies Start with Data Readiness

Save Time Building Profiles

Unify customer data quickly with AI agents that leverage an ML-driven approach to Identity Resolution that can be tuned to fit your business needs.

+55%

Improvement in accuracy
of customer profiles from deduplication*

Accelerate Decision Making

Streamline data collaboration by making Databricks data instantly available for business users to explore with natural language or pre-built dashboards.

+80%

Productivity improvements
for ongoing customer data management**

Drive Greater ROI

Empower marketers to reach more customers with easy-to-use tools and intelligent pipelines that shape customer data for each destination.

+15%

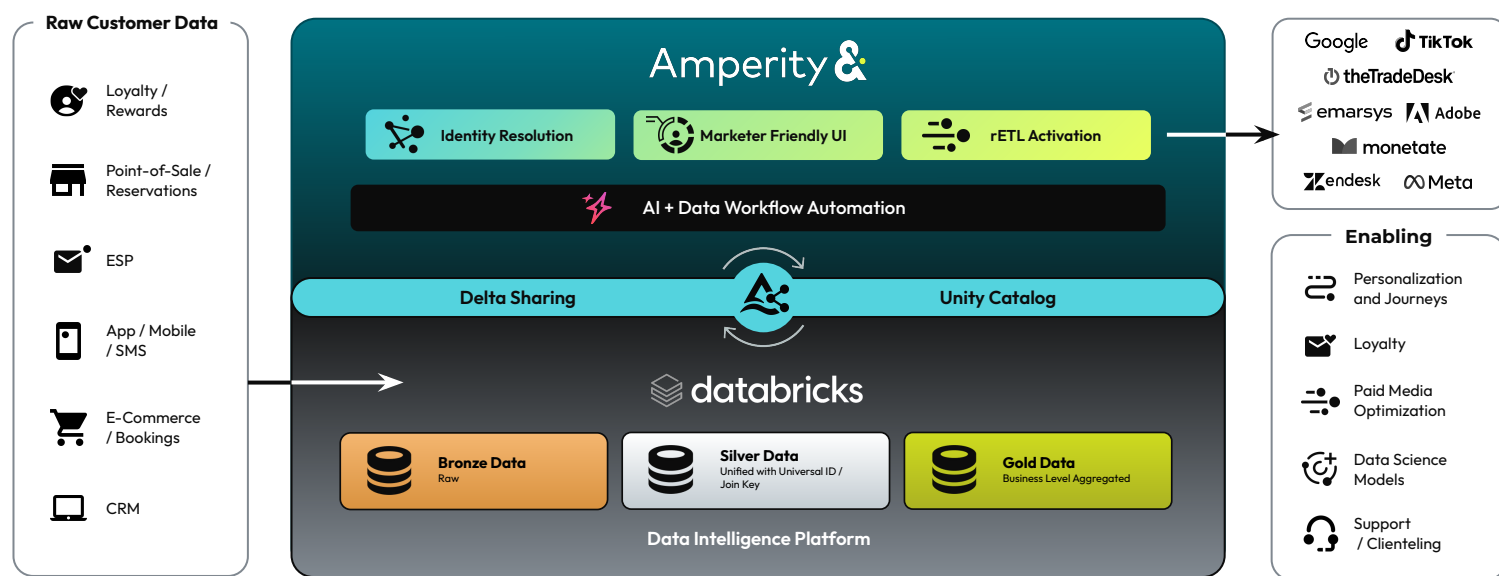**Increased revenue**
per email due to improved personalization**

"The ability to **seamlessly share data** between Databricks and Amperity allows us to quickly unify and enrich vast amounts of customer data. Amperity has enabled us to **maximize the value of our data,** enabling us to focus on delivering exceptional travel experiences."

virgin atlantic   **Tom Barber,** Head of Data

* Source: Forrester TEI of The Amperity Customer Data Platform
** Source: Forrester TEI of Amperity Customer Data Management

Databricks + Amperity are your AI-powered infrastructure

to organize and democratize customer data

Raw Customer Data
- Loyalty / Rewards
- Point-of-Sale / Reservations
- ESP
- App / Mobile / SMS
- E-Commerce / Bookings
- CRM

Amperity &
- Identity Resolution
- Marketer Friendly UI
- rETL Activation
- AI + Data Workflow Automation
- Delta Sharing
- Unity Catalog

databricks
- Bronze Data — Raw
- Silver Data — Unified with Universal ID / Join Key
- Gold Data — Business Level Aggregated

Data Intelligence Platform

Google · TikTok · theTradeDesk · emarsys · Adobe · monetate · Zendesk · Meta

Enabling
- Personalization and Journeys
- Loyalty
- Paid Media Optimization
- Data Science Models
- Support / Clienteling

Schema-Free Data Ingestion

Connect Amperity to a lakehouse in minutes using native Delta Sharing instead of integrations. Ingest and normalize data regardless of source format.
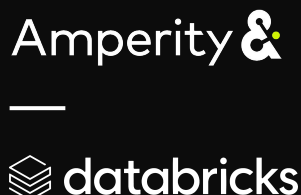
ML-Powered IDR and Data Modeling

Unify customer profiles fast with our proprietary Identity Resolution (IDR) process. Automate data modeling with standard and predictive data models provided out of the box.

AI-Driven Decisions and Reverse ETL

Fuel smarter decision making with an AI-interface that enables anyone to shape targeted segments. Then send data assets to any destination or tool with integrations that automatically format data to fit target systems.

Built-in Governance and Sandboxes

Control data access with rules and monitor every data transformation. De-risk changes with sandbox environments that have built-in data validations and automated promotion tools.