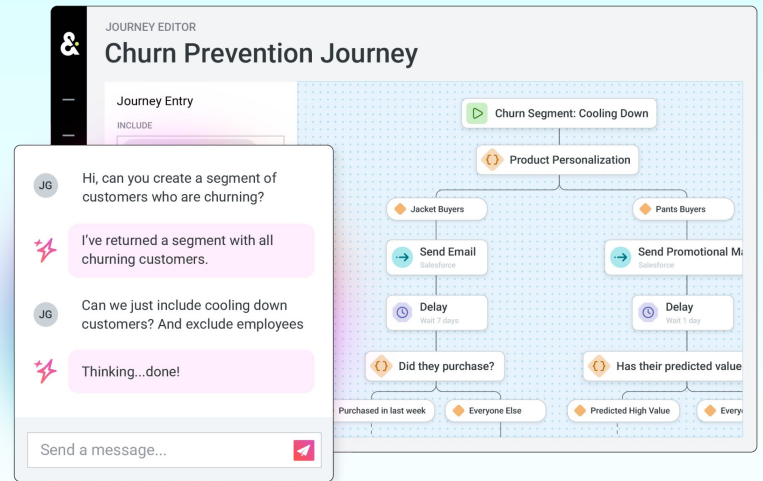


Omnichannel Personalization

Visualize and orchestrate the best data anywhere, in the moment that matters with **Amperity Journeys**



Next-gen personalization starts with leveraging your customer's complete history

Intelligently find the best audiences

Create and activate high-performing audiences tailored to your campaign goals using predictive models based on years of customer data and Generative AI. Accelerate revenue generation and personalization with context-rich data.

- Natural Language Segmentation
- Segment Insights
- Predictive Models
- Predictive Model Validation

Quickly send customer data anywhere

Map and automatically deliver the best customer data to power lifecycle campaigns using your complete customer history and a rich library of pre-built integrations. Ensure every action happens when and where it should, no matter the requirements.

- Event-Based Triggers
- Real-Time Journeys
- Multi-Stage Journeys
- Journey Alerts

Easily optimize channel performance

Test and measure across different paths and uncover where customers engage, convert, or drop off. Focus spend on the channels and messages that deliver the most impact.

- Multivariate Testing
- Journey Analytics
- Spend Optimization

“With Amperity, we have the ability to personalize like we haven’t had before. Rather than sending one mass email, we can send tailored messages to a specific market segment and base our decision-making and strategic moves on the actual performance data we’re seeing.”

VP, Digital Marketing, Retail Brand