



## Brooks Running Improves Paid Search Click-Through Rate by 260% Using Amperity on AWS

Brooks Running (Brooks) centralized siloed data systems, developed comprehensive customer profiles, and fulfilled its runner-centric mission with the help of Amperity, an AWS Retail Competency Partner. Brooks an athletic apparel company, lacked a single source of data and needed to gain valuable insights and metrics to assess its performance and personalize the runner experience.

Using Amperity's Customer Data Platform (CDP), the company improved data visibility, personalization, and analytics. **Since engaging Amperity, Brooks gained +128% return on its advertising spending and improved paid search click-through rates by +260%**

### CHALLENGE

To gain more actionable insights and better serve its runners, Brooks needed to break free from its siloed data systems and unify customer data across channels.

### SOLUTION

Brooks implemented Amperity CDP on AWS and onboarded its strategic customer data. Since the implementation, the company has unlocked key business benefits and advanced its analytics capabilities.

### CUSTOMER RESULTS

#### Within 90 days, Brooks:

- Was fully onboarded to Amperity
- Unlocked a comprehensive view of runners
- Gained ability to ingest, pull, and analyze data across multiple sources, such as loyalty programs, email, e-commerce activities, and mobile sites

#### With Amperity running on AWS Brooks can:

- Ingest and analyze runner data from a variety of sources and formats safely and securely.
- Have the data they need to approach runners in the right way, at the right time, with the right language.
- Use the data to resolve issues and expedite support requests, improving satisfaction rates.
- Access valuable runner insights and analytics tools, expanding beyond previously limited data analytics capabilities.

### KEY BENEFITS



**Ability to use data insights to inform overall business strategy**



**+128% return on advertising spend**



**Capability to develop personalized email campaigns**



**2.4X improvement in email open rates**



**150% increase in paid social engagement metrics**

### AMPERITY AND AWS SERVICES SUPPORT CONTINUAL GROWTH

In the future, Brooks will continually evolve its customer data capabilities and drive business growth using Amperity's suite of AWS-powered services.

- Greater personalization across channels.
- Improved runner experiences
- Long-term loyalty

“Brooks contracted with Amperity to run a 10-week proof of concept and ended up accomplishing more during the test than during the entire engagement with the other provider. The technology was up and running within 90 days.”

**Mark McKelvey, vice president of IT at Brooks.**