Intuitive 1:1 Personalization Made Possible by the Most Comprehensive Enterprise CDP

Standalone, Amperity and Attentive are the best-in-class tools in their respective categories.

Together they are unmatched.

Consumers demand personalized and relevant experiences regardless of when and where they interact with brands. Delivering the right message, to the right customer, at the right time requires access to an accurate and comprehensive understanding of the customer, AI-driven predictions, and multi-channel targeting capabilities.
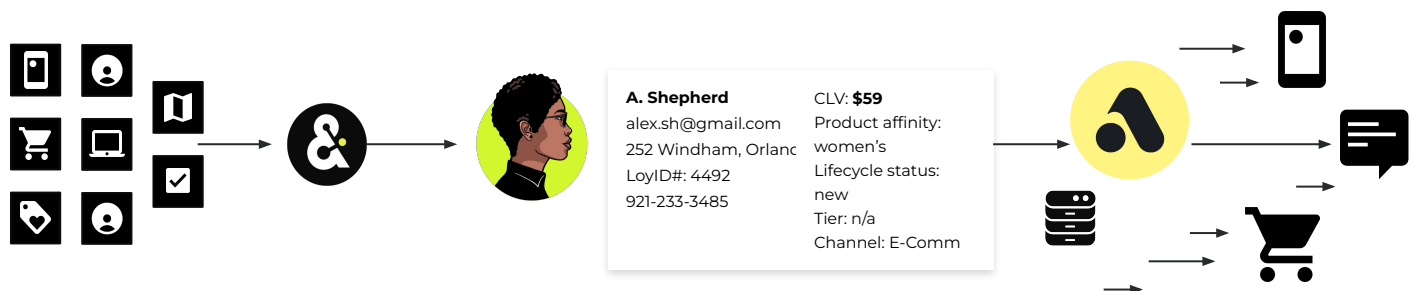
AMPERITY OVERVIEW

Amperity is an enterprise Customer Data Platform that offers a comprehensive approach to help brands turn customer data into better customer experiences by addressing the full spectrum of customer data challenges — from identity resolution, to assembling and accessing a complete Customer 360 profile, to uncovering and activating the high-performing, personalized experiences.

ATTENTIVE OVERVIEW

Attentive® is the most comprehensive text message marketing solution, driving 20.5% of total online revenue for businesses by creating thoughtful SMS experiences. Using real-time behavioral data, Attentive makes it possible for businesses to automatically send engaging text messages to each subscriber. Over 4,000 leading businesses rely on Attentive and see strong performance, like 30%+ click-through rates and 25x+ ROI.

JOINT SOLUTION OVERVIEW

Together, Amperity and Attentive equip non-technical users with up-to-date customer profiles, predictive and historical attributes, and fine-tuned segments to power in-moment personalization. Amperity acts as jet fuel for customer interactions, making offers more relevant, interactions more timely, and customer journeys more performant by unlocking the power of customer data in downstream tools.

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CLV: **$59**
Product affinity: women's
Lifecycle status: new
Tier: n/a
Channel: E-Comm

KEY BENEFITS OF WORKING TOGETHER

1. **Improved marketing performance and ROI**

Amperity makes it easy to use customer data to optimize performance of existing customer journeys and marketing campaigns

2. **Easy access to customer intelligence and predictions**

Amperity brings the best of customer intelligence and ML-driven predictions to the forefront of your product UI

3. **Accurate targeting and messaging to the customer**

Attentive's rich identity powers segmentation and personalization by storing the data customers want

JOINT USE CASES

Hydrate omni-channel messaging with the most accurate view of every customer

AmpID's AI-powered multi-patented approach to resolving identities creates a fresh-daily, accurate, and compliant identity foundation. More accurate customer profiles translate into higher message open and conversion rates.
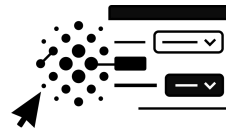
Use a Comprehensive customer 360 to inform segmentation

Amp360 adds dozens of historical and predicted attributes to customer profiles. Leveraging these new pieces of information, such as pCLV for example, helps you create better segments.

Real-time cross-channel customer journey orchestration

Attentive lets users create a thoughtful, personalized messaging strategy that meets your customers on their terms, when they need you most.

Continuous multi-channel campaign measurement, experimentation, and iteration

Using Attentive for native channels and AmpIQ for others, feeding results back, and updating customer profiles accordingly, creates a continuously test and learn marketing system.

Helping world-famous brands accelerate growth with data

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KENDRA SCOTT

BROOKS