

Amperity & Lucky Brand

CASE STUDY

Lucky Brand uses Amperity to build a comprehensive view of the customer and drive better customer insights in weeks

About Lucky Brand

Lucky Brand is an American denim icon with over 250 retail stores plus a presence in select department stores and a thriving eCommerce business. The Lucky Brand team is committed to serving its customers by excelling at personalization and by offering incredible customer experiences. Their jeans are made for the free-thinker, the artist, the dreamer; they're made to dance, work, run, jump, play and rock 'n' roll and this means personalization is vital.

"Customers are at the center of everything we do at Lucky Brand," said Michael Relich, Chief Operating Officer of Lucky Brand. "This means we strive to personalize every interaction and touchpoint to ensure we give our customers the best experience possible."

The Challenge

Large quantities of siloed data

Despite investments in leading-edge technologies and world-class marketing and customer service teams, Lucky Brand struggled to build a unified view of their customers. This was a blocker for the kinds of personalized experiences they were aiming to deliver. Lucky Brand had 12.7 million records spread across 4 siloed data sources, and needed a platform that could unify all this data, intelligently and at-scale.

The Solution

Machine learning algorithms, comprehensive customer profiles

Lucky Brand chose Amperity for its speed, flexibility, intelligence, and scale. Using Amperity, Lucky Brand can ingest data raw, in its complete and native format, freeing their teams from data transformations or schema mapping. While traditional approaches take months to fully integrate all your source data, Amperity was up and running in weeks, maximizing Lucky Brand's speed to value. Once data was in the system, Lucky Brand leveraged Amperity's proprietary machine learning algorithms, designed and trained to accurately match customer records, to find the hidden connections in their data and build comprehensive customer profiles. The Amperity platform is designed for flexibility to ensure brands like Lucky Brand have a future-proof customer data foundation.





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12.7M

Number of records spread across data sources

1.5M

Number of previously unknown customers identified during POC

\$192M

Customer Lifetime Value correctly attributed during POC

.In addition to rapidly integrating data and building comprehensive customer views, Amperity made it easy for Lucky Brand to add new data sources or destinations in a few weeks, and build and update customer segments in real-time. Once customer views were created, Lucky Brand used the Amperity User Interface to explore, segment, and deliver data downstream.

The Results

Unknown high-CLV customers identified, enhanced personalization

Using Amperity, Lucky Brand was able to correctly attribute \$192 million in customer value to 1.5 million previously unknown customers, uncovering an entirely new segment of high-value customers. “We chose Amperity because the platform enables us to build a more comprehensive customer view than any other platform on the market — and the results speak for themselves. During a 12 week POC, we identified 1.5 million previously unknown customers and correctly attributed \$192 million in customer lifetime value (CLV) by linking siloed data sources. This is the first step in building a holistic and actionable understanding of our customers, and the foundation for best-in-class personalization and customer experiences,” said Relich.

Relich concluded, “There’s no other solution on the market with customer data unification capabilities that come close to Amperity’s. We’re finding connections in our data where there are no unique identifiers. Without the power of Amperity’s algorithms, those connections would remain hidden and the data would simply go to waste.”

Lucky Brand is projecting an \$11 million Return-on-Investment in year one, based on efficiency gains, new use cases, and enhanced personalization opportunities. They have now fully licensed with Amperity and will continue to use Amperity to know, serve, and deliver customer-centric experiences to wearers of great-fitting jeans everywhere.

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses.

The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

