Amperity &
Grocery & CPG

Microsoft

Amperity's goal is to power the digital future of Grocery and CPG brands. We provide an AI-powered foundation of customer identity at enterprise scale.

Amperity has revolutionized the way brands identify, understand, and connect with their customers by leveraging AI to deliver a comprehensive and actionable Customer 360. This unified view improves marketing performance, fuels accurate customer insights, and enables world-class, real-time customer experiences.

COMMON GROCERY & CPG CHALLENGES

Inaccurate 360 view

of the individual customers and their households

Siloed customer data

and time consuming processes because customer data ownership is scattered across divisions and teams

Stagnant loyalty programs

due to lack of personalized engagement & offers

Poor delivery of PII data

from partners that leads to lack of understanding shifts in customer behaviors, demand drivers, and the buying journey

Unfocused campaigns

that are both costly and ineffective

First-party data barriers

which result in an unreliable customer data foundation for your DTC strategy

AMPERITY GROCERY & CPG SOLUTIONS

Stable ID graphs

Amperity expands your understanding of and ability to directly access your customers over their purchase lifecycle by creating a primary address and individual IDs for every household.

Create an accurate Customer 360 view

Enrich customer profiles with POS, App, Pharma, delivery, in store pick-up and customer service data using Amperity's patented ML algorithms.

Democratize data access across teams

Democratize access to data and maximize ROI by creating curated customer views for marketing, merchandising, supply chain, distributors, media, delivery, analytics, data, and compliance.

Segmentation & activation

Leverage Amperity's flexible C360 and segmentation capabilities to build and deliver key segments and automate direct delivery to digital ads, retail media networks, BI tools and other platforms.

GROCERY & CPG OPPORTUNITIES

Optimize ad spend

Drive more efficient digital ad spend and increased ROI, across video on-demand platforms, mobile, and web, by focusing on high-value customer segments through unification of customer records and removal of duplicate records.

Drive personalization at scale

Engage existing customers and acquire new ones by delivering relevant experiences and offers (e.g. personalized coupons, mailers, and promotions), across all customer touchpoints and channels more effectively.

Grow loyalty programs

Build trust and increase CLV by syncing social, transactional, and behavioural data (e.g. QR code scans and social media interactions, contests, and surveys) with intelligent activation to uncover and validate customer preferences and reward customers for every engagement

Leverage retail media networks

Increase customer engagement and sales by leveraging unified and accurate first-party customer data (e.g. shopping history across product lines) to feed your retail network and reach hyper targeted audiences in transaction mode, at their point of purchase.

993%

Amperity customers, on average, experienced a 993% return on investment.

FORRESTER

2-5X

Increase in ROAS through more relevant audience segmentation.

Microsoft Azure

Microsoft Power Platform

Azure Synapse Analytics

Microsoft Dynamics 365

Microsoft | Advertising