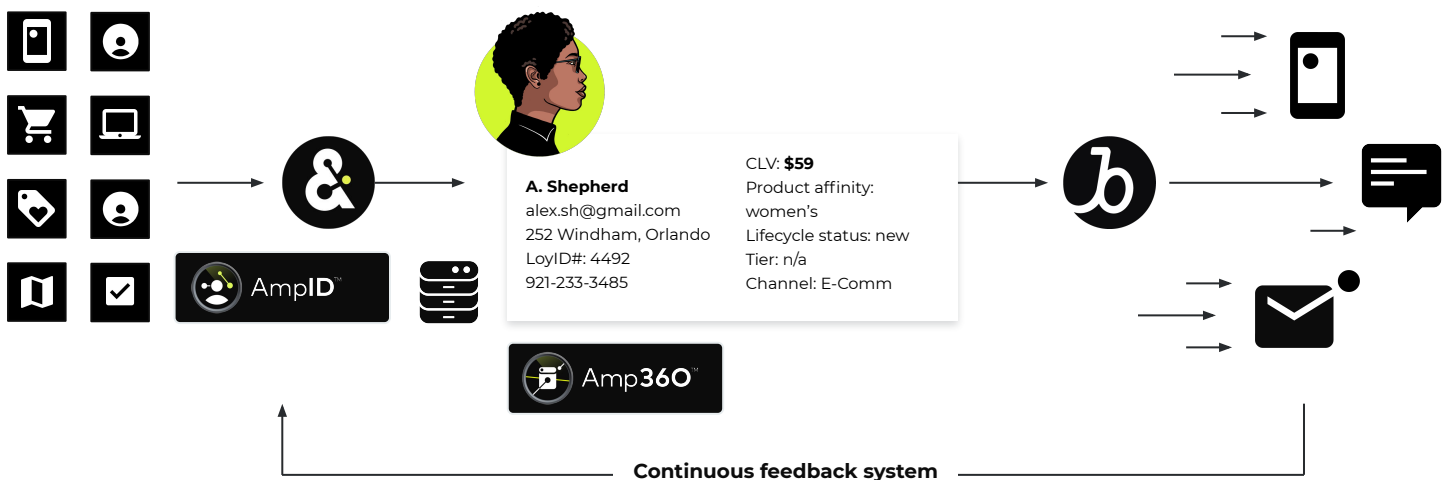# Intuitive 1:1 Messaging Personalization Hydrated by the Most Comprehensive Enterprise CDP

Standalone, Amperity and Braze are the most powerful tools in their respective categories.

Together they are unmatched.

In the pursuit of effective 1:1 consumer experience personalization, Email, SMS, and in-app messaging are core channels to get right. Delivering the right message, to the right customer, at the right time, through the right channel, requires an accurate and comprehensive understanding of the customer, multi-channel targeting capabilities, and the ability to react to customer behaviors in real-time.

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

Continuous feedback system

OVERVIEW

Through a bi-directional integration, Braze users design campaigns based on an accurate and comprehensive 360° view of their customers, including predicted attributes, created in Amperity. Campaign results from Braze are fed back into Amperity for measurement and further enhancement of customer profiles, creating a virtuous cycle that enables users of the joint solution to better know their customers, decide how to act on them, and serve them personalized experiences in real-time and enterprise scale.
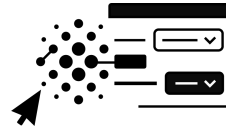
KEY JOINT USE CASES

Hydrate SMS, Email, and in-app 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

Braze's drag-and-drop Canvas interface 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 Braze for messaging campaigns and AmpIQ for others, feeding results back, and updating customer profiles accordingly, creates a continuously learning and improving marketing system.

The CDP + Multichannel Customer Engagement Platform Combination *for the Enterprise*

1. **Enterprise Scale**

Both are outliers in their respective spaces in the ability to handle enterprise scale

Braze: Cyber Monday 2020 - 4.46B messages sent, 12M messages/minute, 100% uptime

Amperity: Largest customer processing 105B customer records in Amperity daily

2. **Enterprise Customers**

Serving some of the world's largest and most loved consumer brands

Braze: Disney, HBO, Burger King, Microsoft, The Guardian, and more

Amperity: Nordstrom, Diesel, Patagonia, Shutterfly, Wyndham Hotels, and more

3. **Self Service**

Advanced self-service capabilities for the marketer, analyst, and IT manager

4. **Time to Value**

Extensive experience in getting customers to value fast, in high or low touch approaches, with direct services arms or through solutions integrators

5. **Industry Leadership Recognition**

Hailed as leaders of their respective spaces by industry analysts