Quick Guide

Amperity & | **aws**

Amperity built on the Amazon Web Services (AWS) Cloud enables you to store and manage all your first-party customer data and helps ensure it is robust, reliable, and accessible so you can tailor and measure your marketing strategy.

Together with AWS services such as Amazon Kinesis, Amazon AppFlow, and others, we offer a scalable and durable real-time data streaming service to meet your interoperability needs.

AWS SERVICES

Amazon Connect   AWS Glue   Amazon Redshift   Amazon Kinesis

Amazon Pinpoint   Amazon Simple Storage Service (Amazon S3)   Amazon Simple Email Service (Amazon SES)

KEY BENEFITS

+ Tightly integrated products reduce the lift on IT teams

+ Experience quick and efficient implementation on AWS

+ Enjoy joint business opportunities with AWS and Amperity
+ Budgetary efficiency when you purchase in AWS Marketplace

CUSTOMER RESULTS

Fortune 500 Retailer
Unlocked Analytics at Scale
Hours reduced to **seconds** for complex queries

- Concurrent, **real-time access** to data for multiple teams/users

Industry-leading Travel Brand
- Amperity ingested and unified customer data, then created daily segments

Led to **27%** lower cost per customer acquisition

tapestry   DECKERS BRANDS   WYNDHAM HOTELS & RESORTS

SEATTLE SOUNDERS FC   First Hawaiian Bank.   WHEELS UP

KENDRA SCOTT   Alaska AIRLINES

KEY USE CASES

Efficient & powerful Data Management through AWS DB Services
Couple Amperity's C360 and analytics capabilities with Amazon Redshift and Amazon Athena: easily ingest raw data from AWS services and egress smart segments back for further analysis or activation.

Accelerate Marketing ROI & Prevent Churn through Amazon Connect & Amazon Pinpoint
Hydrate AWS customer engagement products with the most comprehensive and accurate view of the customer.

Advanced BI for every team through Amazon QuickSight
Feed your data into Amazon QuickSight to build dashboards and share insights across your business.

AMPERITY CUSTOMER BENEFITS

WYNDHAM HOTELS & RESORTS

Wyndham Hotels and Resorts: With 9000 global locations and 20 brands, powered by AWS, Wyndham Hotels and Resorts, uses Amperity's Customer 360 to fuel its data-driven marketing efforts. The results — near-immediate, double-digit increases in return on ad spend, click-through-rates, and conversions.

aws partner network

aws marketplace

**Three AWS Competencies: Retail, Travel & Hospitality, Digital Customer Experience**

Private Offers available

AWS Credits for pilots and full licenses available

Amperity's CDP unlocks the customer insights from a brand's customer data to power downstream AWS services such as Amazon Redshift and Amazon Kinesis (big data analytics), Amazon Pinpoint and Amazon SES (marketing activation) and Amazon Connect (Customer Support).

- Ingest or egress data via Amazon Redshift and Amazon S3, or AWS Transfer for SFTP through a pre-built connector
- Manage compute at scale for Amperity data through Spark or MESOS
- Run lightning-fast queries and analyze Amperity data through Spark SQL or via Amazon Athena through a built-in connector

HOW IT WORKS
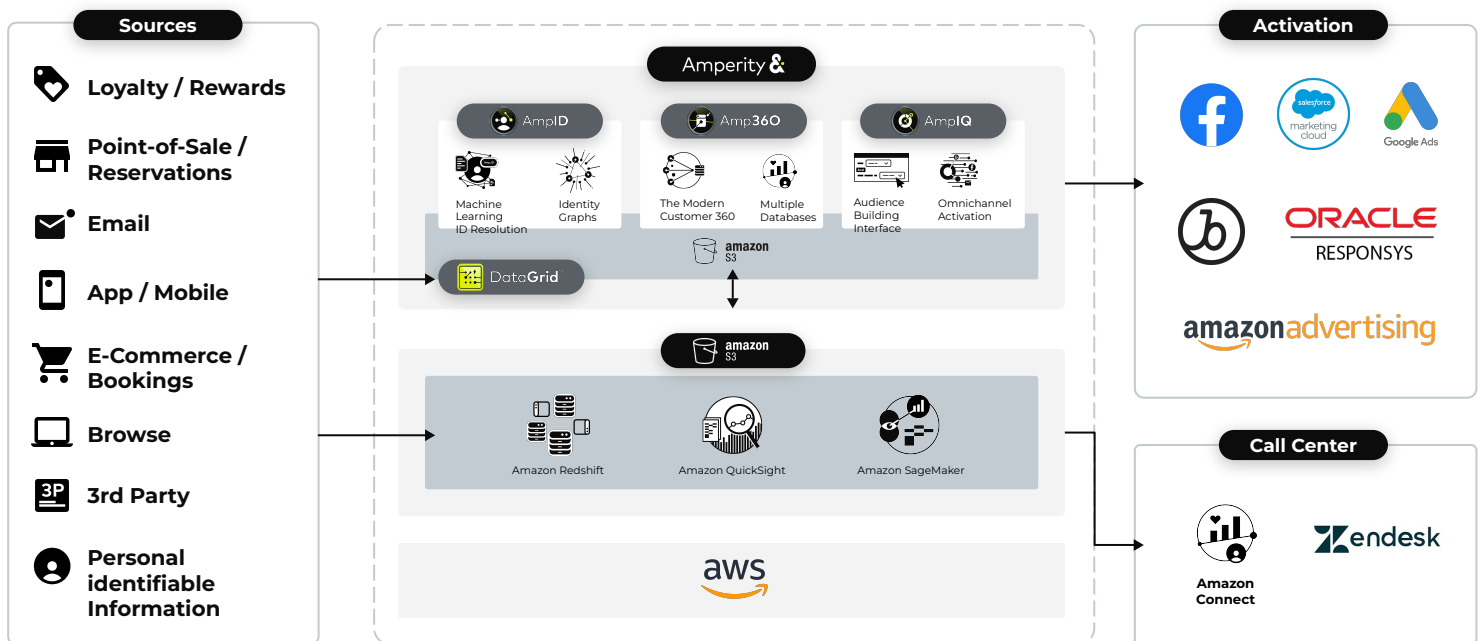
FEATURED INTEGRATIONS

Amazon Redshift

The Amperity DataGrid integrates directly with Amazon Redshift data warehouses to pull raw data and return cleaned up, unified customer data as well as robust first party identity graphs.

Amazon S3

The Amperity DataGrid is built on Amazon S3 storage and can easily pull file-based data onto the platform regardless of format and schema. The resulting cleaned up datasets are easily accessible on Amazon S3 buckets for use by any number of customer teams.

AWS Glue

AWS Glue can easily access Amp360 profiles and any data stored on the DataGrid, making it easy to use AWS Glue ETLs to integrate customer data into many other AWS services.

Amazon Kinesis

Stream data directly from Amazon Kinesis Firehose into Amperity to use existing data flows to onboard your data into Amperity. Amperity can then provide results back to those same streams to fit into event based architectures.

HEAR FROM OUR CUSTOMERS

[With Amperity] we were able to gain insight into our fans, what they really cared about, and which match would resonate the most with them, resulting in 80% increase in season ticket deposits, and double-digit returns in ROAS.

Seattle Sounders

GUIDE: Great Human Reconnection

To help brands adapt post-pandemic and flourish in this moment of opportunity, Amperity has worked with AWS to create a guide laying out the challenges at hand and strategies for success.

Read More

VIDEO: How Wyndham Hotel & Resorts drove customer insights

Learn how Amperity CDP built on AWS allows Wyndham to compile, visualize, and analyze data from multiple systems to deliver actionable guest insights.

Watch Now