
Amperity & AWS Sales Playbook

"AWS and Amperity understand that to transform faster, enterprises need a better way to store, access, and leverage customer data. Our line-of-business customers in every industry frequently tell us that they need to leverage their data to be more agile in response to changing consumer behaviors and preferences. This collaboration with Amperity is driving modern data solutions that deliver consumer insights, faster, to our customers."

Ruba Borno, Vice President, Worldwide Channel and Alliances at AWS.

IDENTIFY

What is the customer issue or opportunity?



IDENTITY

"Not being able to accurately resolve identities and cluster households across systems means I can't market to entire pockets of my customer base."

- **SVP Marketing**, Retail Client



ACCESS

"About half of the data I want for insights and campaigns is trapped in siloes, and isn't shaped so I can easily use it."

- **Director of CRM**, Travel & Hospitality Client



INSIGHTS

"I don't have a team of analysts and data scientists to uncover and operationalize the insights I need for a clear and systematic growth strategy."

- **VP of Analytics & Digital**, Financial Services Client



SPEED

"Workflows are slow and incomplete. Updates require major overhauls that are 10, 12 months at minimum, plus system downtime I can't afford."

- **VP of Technology**, Retail Client

Customer data is messy, and the best customers have the messiest data. This often lives across historical, transactional, and behavioral databases. Without accurate and flexible identity resolution brands struggle to unify this data from eCommerce, POS, to Customer Service tools.

Brands that ignore customer-centric marketing risk losing their most valuable customers e.g. when sending batch and blast emails or SMS messages that don't consider the customer, this can cause lower customer engagement and higher unsubscribe rates. Without access to accurate customer data, it is always hard to find the right areas in which to focus, grow, and increase customer lifetime value.

How does Amperity address the issue or opportunity?



Unify Data

→ **Amperity welcomes messy data in raw form** from all sources of known and unknown customer interaction data. Our multi-patented ID resolution combines ML and deterministic matching to find every single customer. At scale Amperity delivers unrivaled unified customer views informed by these robust data sets.



Unlock Access

→ **We make it easy to create unified customer profiles.** With role-based access and experiences, flexibility for multiple brands/regions/countries, and fast, safe change management capabilities, Amperity connects any team or technology to a complete, accurate, and trusted unified view of the customer, tailored to their needs.



Unleash ROI

→ **Because we can create the best view of who a customer is, we can help brands shape their business strategy.** Insights like brand and channel behaviors, product preferences, revenue sizing and recommended actions feed segmentation for activation via our 200+ connectors, from Ad Tech to Advertising & Marketing, BI, Customer Service, driving revenue growth alongside process efficiencies.

DISCOVERY QUESTIONS

Identity Resolution

- What are your most important interaction points with customers today?
 - How are you optimizing those interactions today?
- Do you have a current audience segmentation strategy?
- Do you leverage data to understand insights on your customers - e.g. propensity to certain categories/products, likelihood to churn, predicted future customer value, etc?
- Are you utilizing cookie data to identify with your customers?
 - What is your post-cookie strategy?

Customer Data

- Are you confident in your understanding of key customer metrics? For example,
 - How many customers do you have?
 - How many new customers did you acquire in the last 6 months?
 - What percentage of revenue does the top 10% of your customers account for?
- Where is your most important customer data stored?
- Are you consolidating customer data into a centralized/co-located system today?
- How do you connect a single customer's data from multiple systems? I.e. how do you know that data in system A and data in system B belongs to the same common customer?

Architecture/Ecosystem

- Can you provide an overview of your current ecosystem/martech stack that is in place today?
- Do you have any key technology initiatives related to improving your current stack?
 - If so, do you have a diagram of your vision for that future ecosystem/architecture?
- Ecosystem Inventory: What solutions do you use for the following:
 - eCommerce
 - Point of Sale
 - Loyalty
 - Customer Relationship Management (CRM)
 - Campaign Management
 - Email Service Provider
 - Internal Analytics (Tableau, PowerBI, Looker, etc)
 - Digital Analytics (e.g. web and mobile analytics, Adobe, Google, etc)
 - Cloud Platform
 - Data Storage / Warehouse (Snowflake, Teradata, etc)
 - Customer Data Platform (CDP)
 - Decisioning/Recommendations/Personalization



KEYWORDS to Listen For

Customer data platform, customer lifetime value, analytics, unique customer profile, identity resolution, customer analysis, customer insights, customer loyalty, digital customer experience, first party data strategy

IDENTIFY

How does Amperity differentiate itself?

Amperity is the only Customer Data Platform (CDP) that can provide brands the highest fidelity of identity resolution accuracy through a blended probabilistic + deterministic approach using a patented AI/ML algorithm. Other CDP's focus on activating their customer data and treat identity resolution as an afterthought.

SIMILAR SOLUTIONS

1. Segment
2. Tealium
3. mParticle
4. Treasure Data
5. ActionIQ

KEY DIFFERENTIATORS

- Amperity allows raw data ingestion with no data transformation required
- Unify their data at scale for a probabilistic + deterministic view of their data vs. others who only use deterministic matching
- Connectors offering superior speed and time to market with most common activation tools and channels.
- Sandboxes built-in platform to test, learn, and understand impact before moving to production

Ideal Customer Profile

- **Revenue:** \$100M+ **Segment:** Enterprise, SMB, DNB, Greenfield, Strategic
- (S)VP of Marketing, (S)VP of Data Analytics, (S)VP Consumer Insights, (S)VP of Data Governance, CMO, CIO, CTO, CDO, Director of Data Analytics, Director of Consumer Insights, Director of Data Governance, Data & Marketing Roles
- Retail, Travel & Hospitality, Financial Services, Telecommunications, CPG

How has Amperity been successful with AWS?

Amperity & AWS have partnered closely on 50+ wins in 2022 including brands like Taco Bell, Under Armour, Reebok, TopGolf, Macys, Nordstrom, & many more.

What is the revenue impact to AWS?

Quota Retirement: SaaS Revenue Recognition (30% quota benefit)

Sales Incentives: ISV Accelerate Extension (Cash SPIFF for Amperity sellers)

EDP Benefit: AWS Marketplace listing for private offers (50% quota benefit)

How much will it cost the customer?

Average Annual Contract Size is \$700K Annually with an average deal length of 3 years.

Related AWS Products & Services

Amazon Pinpoint, Amazon SES, AWS Data Exchange, Amazon Kinesis, AWS Lake Formation, Amazon AppFlow, Amazon EMR, Amazon Athena, Amazon Connect, Amazon S3, Amazon Redshift, Amazon Sagemaker, Amazon Neptune, Amazon Personalize, Amazon CloudSearch, Amazon QuickSight, and many more.

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AWS COMPETENCIES AND COLLABORATIONS

RETAIL

TRAVEL & HOSPITALITY

DIGITAL CUSTOMER EXPERIENCE

AMAZON ADS



- Retail Software Competency
- Digital CX Software Competency
- Travel & Hospitality Software Competency



Amperity + AWS help retail brands harness their customer data to create exceptional customer experiences that retain and grow their highest value customers.

Amperity + AWS help travel & hospitality brands create a single view of the guest used for anticipating preferences and needs, before, during and after travel.

Amperity + AWS help brands to transform raw customer data into fuel that powers their organization across marketing, analytics, and IT to create brand loyalty and competitive advantage.

Amperity's integration with the Amazon Ads API allows brands to create tailored segments and micro-audiences to deliver to customers the messaging they want with a privacy first workflow and best in class match rates.

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1-MINUTE OVERVIEW

Amperity is a leading customer data platform that provides intelligent capabilities across data management and unification, analytics, insights and activation.

Unlike DIY approaches, marketing clouds, data and identity providers, and other CDPs, Amperity offers the necessary power, flexibility, and expertise to meet the unique needs of our customers

Our capabilities include:

- Patented, AI-based identity resolution technology
- Patented data management technology
- High customer profile stability over time
- Ease of use across multiple lines of business
- Highly scalable and configurable

SALES MOTIONS

MARKETPLACE

Purchase Options

SaaS Direct from Amperity or AWS Marketplace

Deployment Options

SaaS Solution Deployed on AWS

Key Consulting Partners

Deloitte, BCG, Accenture, Slalom, Capgemini

GEO Availability

Available Worldwide, Deployable in North America

GTM Engagement

Select

Seller Category

ISV

Delivery Method

SaaS

Pricing Plan

Private Pricing

ENGAGE

Use Case(s)	Roles/Industry	Customer Issues	How Does the APN Partner Address the Issue (Solution)?	Amperity Proof Points/Resources to leverage
Identity resolution	Marketing, IT, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Organizations want to have accurate identity profile of their customers to provide better customer experiences.	Amperity connects data like loyalty programs, transaction, and online engagement to uncovers insight and opportunity of the customer.	On average, Amperity clients have misidentified 23% of their customers who are responsible for 53% of their revenue.
Programmatic and Paid Media	Marketing Travel & Hospitality, Retail, CPG	Amperity allows organizations to directly activate first party audiences with leading ad platforms.	Impacts include 1. Building lookalike audiences from accurately identified high value audiences, 2. Easily suppressing audiences such as current customers, and 3. Ending reliance on expensive and inaccurate third party platforms.	Using Amperity; Brooks Running received +128% return on ad spend.
Customer 360	Marketing, IT, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Customers need to gain a unified customer view but they are challenged with disparate data systems across online, offline, behavioral and transactional sources including data in an MDM, EDW, or Data Lake.	Amperity allows customers to unify and hydrate their systems at scale with clean first party customer data using a persistent identifier.	Using Amperity, a luxury brand experienced +227% increase in annual spend from a new target segment.
Advanced Analytics	Marketing, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Organizations with disparate customer data struggle to unify the data and answer questions about their customer base. Cycles are wasted joining data sources and attempting to de-dupe customer identities.	Amperity unifies your data into one single view of the customer — this provides your whole team with a single source of truth to work from, eliminating silos and giving you the in-depth customer insights needed to deliver relevant experiences.	Using Amperity, a leading financial institution saved 25+ hours on weekly email dashboard reporting.
Evaluating Loyalty	Marketing, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Loyalty members are the most valuable customers and organizations have a huge incentive to nurture and grow these relationships with personalized interactions.	Amperity's accurate customer views to unify Loyalty data with other transactions have the benefit of identifying signed-out interactions and identifying high value customers who have not signed up for a loyalty program.	Using Amperity, Alaska Airlines experienced +198% increase in loyalty sign ups.
Conversation & Optimization	Marketing, IT, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Organizations need to leverage all available customer data to help make decisions, so business can focus their efforts where they'll be most effective and create engaging communications for customers.	Amperity can ingest data from anywhere your customer interacts with your brand. Our iterative approach to a Customer 360 means each customer profile will evolve over time so a once unidentified interaction becomes a known customer.	Using Amperity, a leading auto manufacturer experienced +62% increased conversion on generated leads.
Personalization at Scale	Marketing, Data & Analytics Travel & Hospitality, CPG, Retail, Finance & Banking	Today the expectation is higher than ever for organizations to deliver a personalized experience to customers. Personalization is next to impossible without understanding a full view of the customer.	Amperity's unified view of the customer and flexible integrations with Analytics tools and make it easy for analysts and marketers to coordinate, measure, and adjust for constant improvement on customer experiences.	Using Amperity, 130+ segments run in one month alone at Deckers.

PARTNER WITH AMPERITY





Existing Amperity Customer/Opportunity

1. **Reach out to Amperity** (if we have not already) in response to any opportunities in ACE.
2. **Come prepared** to share with Amperity, our Account Executives want to work with you and will detail our engagement in the account to date.
3. **Things Amperity Might Ask**
 - What does the current AWS footprint look like?
 - What contacts are you working with?
 - Has customer data or identity resolution come up in your conversations?
 - What opportunities might there be for us to partner together in this account?
 - What projects are top of mind for AWS and account in question?
4. **Things Amperity Can Share**
 - Contacts we are working with
 - What our engagement to date looks like
 - What issues we are looking to solve for the customer
 - High level deal details (close date, sizing, etc..)
 - How we can partner in this account
5. **After the call stay in touch**, we want to partner with AWS throughout the deal process, we usually suggest setting up a touch point monthly or every other week.
6. **Celebrate the win!** When the deal closes celebrate with Amperity and promote the win internally.
7. **Finally, rinse and repeat.** Share other accounts with Amperity where we can partner.

New Customer/Opportunity

1. **Use the above discovery questions** to dig into your account and listen for the keywords also shared above. If you hear any of those keywords or sense pain with your customer, there might be an opportunity to engage Amperity.
2. **Suggest to your customer** that this is a common problem among brands and that AWS is here to help. Ask if they would feel comfortable if you introduce a partner to your next conversation.
3. **Loop in Amperity.** Reach out to any of the AWS contacts listed in next steps and the awspartner@amperity.com email alias.
4. **Set up a prep call with Amperity** to discuss the problem you discovered. Be prepared to share:
 - The pain you uncovered
 - Who you spoke with
 - Any relevant account details
 - Next steps we can take together
5. **Joint call with AWS, Amperity and Customer.** Don't worry after introductions we will lead the call or we are happy to take your lead. Our AWS collaboration will be front and center during the conversation.
6. **After the call stay in touch**, we want to partner with AWS throughout the deal process, we usually suggest setting up a touch point monthly or every other week.
7. **Celebrate the win!** When the deal closes celebrate with Amperity and promote the win internally.
8. **Finally, rinse & repeat.** Share other accounts with Amperity where we can partner

PARTNER

Win Wires	Customer Issue	How did Amperity and AWS Win Together?
	Over a billion customer records including PII, transactional, and behavioral data fragmented across multiple systems. Building a unified and accurate customer profile for marketing and analytics was a challenge for the brand.	Amperity demonstrated to Under Armour that we can provide a complete and accurate view of each customer on how they transact across multiple channels with Under Armour in about a third of the time compared to existing solutions. A key factor in winning the deal was that our solution is built on AWS and can seamlessly ingress/egress data from Under Armour's Amazon S3 and Amazon Redshift instances.
	Citizen Watch has millions of customer records fragmented across multiple systems making it difficult to understand who their customers are from a behavioral and psychographic perspective and from a transactional and product specific viewpoint. Personalizing the brand's engagement with their customers became very challenging.	By identifying Citizen's business goals, Amperity and AWS demonstrated to the Citizen team that we could provide a complete and accurate view of each customer including how we build and validate a dynamic customer 360; develop a customer snapshot and activate marketing for key segments.
	Columbia Sportswear was looking to holistically manage its consumers, their journey and engagement across the portfolio of brands, and ensure accessibility to their information across their system estate.	Amperity was able to leverage AWS tech stack to provide complete configurable schema and merger rules as well as run multiple parallel Customer 360's within the same tenant. A key factor was that Amperity is built on AWS and is marketplace transactable, allowing Columbia to draw down on their EDP and provide a smooth process for the customer procurement team.
	Airstream struggles with cross channel personalization for leads and customers due to fragmented tools and systems, which leads to challenges in measuring ROI, impacting personalized customer experiences and empowering teams to make better customer data-driven decisions.	Amperity and AWS leveraged our CDP to bring together a broad range of disparate customer and business data sources across its entire global portfolio and deliver actionable insights across the business, which led to more personalized and effective customer experiences.

NEXT STEPS

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