Amperity & Lifestyle Brand

Lifestyle brand uses new customer 360 to know their customer base for the first time

About the Company

One of the largest and fastest-growing franchisors and lifestyle brands in the United States with over 14 million memberships and just under 1900 locations wanted to provide a personalized customer experience online and in-person.

The Challenge

While the brand was able to provide great on-site experiences to their guests, its digital ecosystem was full of siloed data and an incomplete, fragmented view of their customer base. This made it hard for them to understand who their customers were and to provide the right kinds of personalized interactions for prospects and members. For example, the database characterized anyone who was not a current member as a new prospect, even if the individual had previously been a customer. And due to siloed franchise data, the brand didn't know which customers had memberships at multiple locations and couldn't personalize their experiences accordingly. Finally, they were only able to match records deterministically using email addresses, but not all systems and programs contain an email. This left the brand with records they couldn't resolve against a true customer identity, resulting in an incomplete and often erroneous view of their customer.

In addition to understanding their customers better, the brand wanted to know the impact of their seasonal promotion strategy. Because their data was siloed, they didn't know how many of the people who participated went on to become customers, nor could they market to them.

The Solution

The brand used Amperity to ingest raw data from their membership databases across all franchises, promotional programs, website, and on-site transactional systems. Then Amperity's machine learning allowed them to probabilistically resolve identities (even when records had no email address) and build accurate Customer 360 profiles. The entire process took less than 30 days.

14M

Memberships with the brand

1900

Locations across the US

<30

Days to ingest data and build accurate Customer 360 profiles

For the first time, the marketing and analytics teams had direct access to a rich view of their entire customer base, and could use Amperity's visual and SQL segmentation tools for advanced analytics and personalized marketing.

The Results

Improved Attribution & Personalization: Now that they could see who they acquired through their seasonal promotion, they could market to this audience and ultimately know who went on to become members.

This let them more accurately calculate incremental impact of the promotion, revealing that it attracted twice as many new memberships as they had previously thought. Based on these results, the brand decided to expand the promotion to other countries.

They were also able to segment this audience so they could personalize communications when the promotion ended and encourage participants to become members. The promotion was the first interaction for 75% of the prospects acquired through the promotion, so this resulted in a significant increase in marketable audience for the brand.

Smarter Upsells & Better CX: The brand now understands which customers have memberships at multiple locations. By combining these memberships into a single customer profile, the brand can understand how their members use their offerings, which helps inform future business decisions. They can also turn this knowledge into segments for their marketing team so they can identify higher lifetime value customers.

Data Democratization & Insights: With access to an always-on Customer 360, the analytics team can now generate insights that were previously impossible to uncover, like patterns in prospect and member behaviors, channel ROI attribution, and lifecycle trends for their highest-value customers. These insights can inform and optimize investments across channels and programs for product, customer experience, and marketing in the months and years to come.

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.

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