

Identifying Top Customers Drives Multi-Channel Revenue Growth

50%

Increase in ROAS using Amperity-built audiences

+24%

High-value customers identified through enhanced data-driven marketing

£1M

Savings in media spend

£8.1M

Increase in revenue by converting 1% of single-channel to omnichannel shoppers

THE CHALLENGE

- Unreliable profiles prevented personalization across channels.
- Fragmented customer data disguised many high value targets as different customers.
- Tech stack changes & slow implementations impacted data mapping projects across the company.
- Overworked technical resources manually pull lists and write & manage ETL workflows.

THE SOLUTION

- Simple, available, and always up-to-date customer profiles with Databricks' Data Intelligence Platform + Amperity Bridge.
- Bidirectional data share processes over 7.5 billion records in minutes without requiring complex schema mapping.
- Amperity's AI-powered identity resolution uncovered 3.4 million customer profiles previously fragmented across multiple records.

“Now we understand 71% of our top customers shop across multiple channels, a key behaviour on the journey to becoming a high-value customer. These insights allow us to launch campaigns that incentivise customers to shop both online and in-store, driving higher lifetime value.”



Daniel Chasle
Chief Data Officer,
New Look