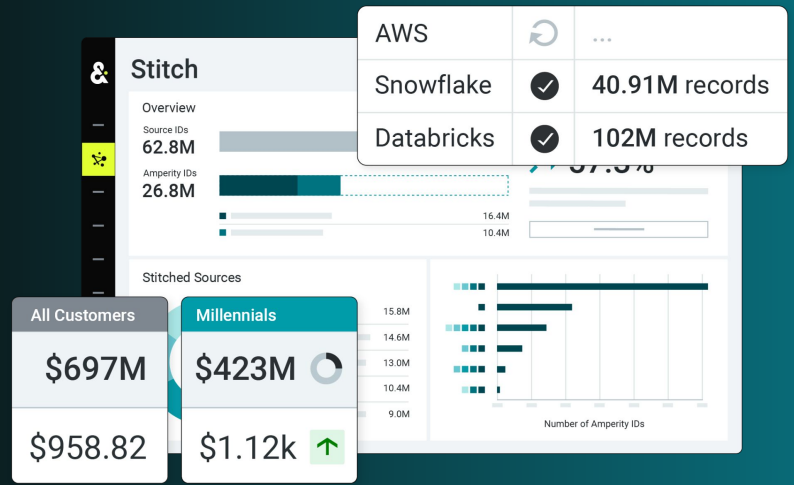


Customer Data Cloud

Build accurate customer profiles faster with AI



Organizing and using customer data has never been so easy.

The Fastest Way to Build Accurate Profiles

Leverage machine learning that quickly and easily connects the dots. Build rich profiles using deterministic and probabilistic matching methods.

A Flexible Platform for Custom Data Models

Control your models, workflows, and views — ready out-of-the-box or fully customizable to fit the way you want to build.

Actionable Data that Powers Your Ecosystem

Activate your data right from Amperity to ensure high-quality customer data flows to the teams and tools that need it.

+55%

Improvement in accuracy of customer profiles from deduplication*

+80%

Productivity improvements for ongoing customer data management**

+15%

Increased revenue per email due to improved personalization**

“Loyalty conversion increased by 197% after using Amperity’s customer data cloud to merge 6 million loyalty members from two brands into one.”

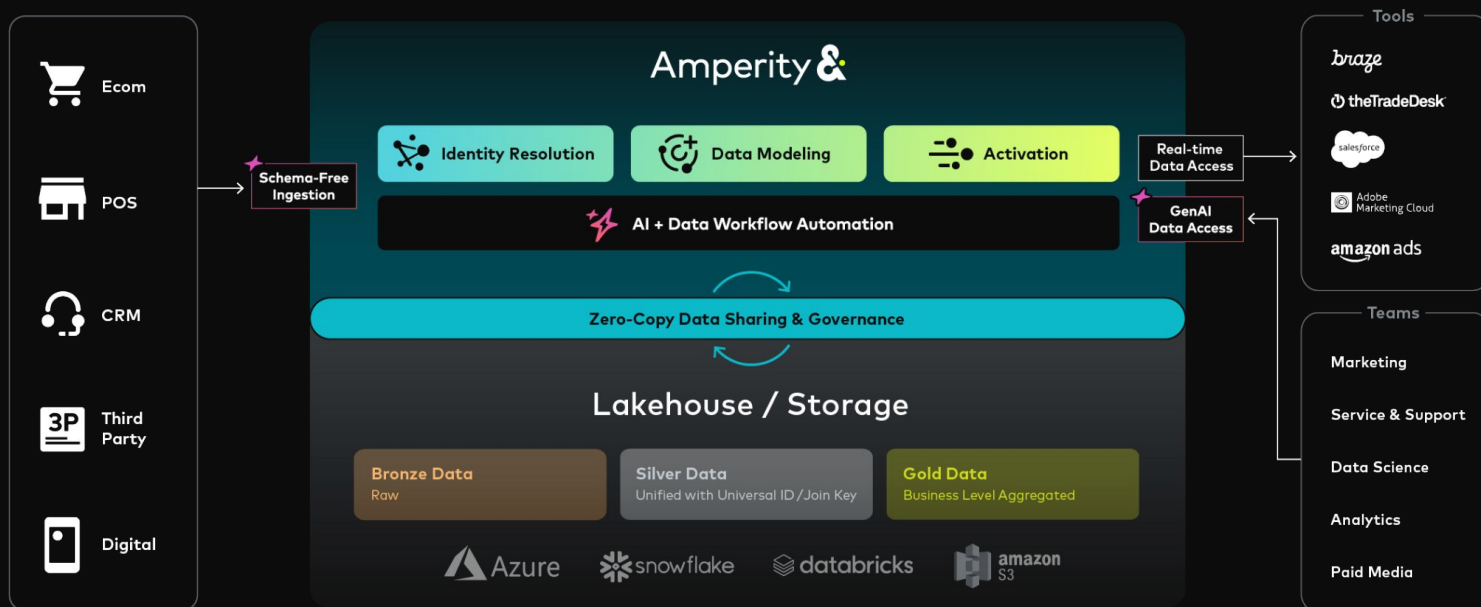


Melissa Caplis
Senior Product Manager of Data

* Source: Forrester TEI of The Amperity Customer Data Platform
** Source: Forrester TEI of Amperity Customer Data Management

Customer Data Cloud is AI-powered infrastructure

to organize and democratize customer data



"Our marketing dashboards are now refreshed automatically every day, saving our IT teams 20 hours or more a week."

-Daniel Tabor, Data Engineer, BECU

Make data usable for the entire business

Schema-Free Data Ingestion

Connect Amperity to a lakehouse in minutes using sharing keys instead of integrations. Ingest and normalize data regardless of source format.

ML-Powered IDR and Data Modeling

Unify customer profiles fast with our patented Identity Resolution (IDR). Automate data modeling with standard and predictive data models provided out of the box.

AI-Driven Decisions and Reverse ETL

Fuel smarter decision making with AmpAI, an interface that enables anyone to shape targeted segments. Then send data assets to any destination or tool with integrations that automatically format data to fit downstream.

Built-in Governance and Sandboxes

Control data access with rules and monitor every data transformation. De-risk changes with sandbox environments that have built-in data validations and automated promotion tools.

Email hello@amperity.com to learn more

