

How unified customer data powered a seamless merger with Hawaiian Airlines

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increase in loyalty
conversion rates

+61.1%

higher email open rates

+22.5%

boost in
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30%

reduction in online
advertising costs

THE CHALLENGE

Disconnected data, disconnected experiences

When Alaska Airlines first partnered with Amperity in 2017, customer data lived in silos — reservation systems, loyalty platforms, and mobile apps — making it nearly impossible to build a complete view of the customer. The lack of unified profiles created major gaps:

- 50% of passengers weren't enrolled in the loyalty program, missing out on core benefits and brand's promise
- Personalized communications were limited, both pre- and post-trip
- Marketing campaigns lacked precision, driving inefficient spend

THE SOLUTION

Customer 360 at 30,000 Feet — and Beyond

In 2017, Alaska Airlines implemented Amperity's Customer 360, powered by machine learning-based identity resolution and a flexible identity keychain. Alaska Airlines was able to:

- Create context-rich, unified customer profiles across all touchpoints
- Integrate customer data with booking systems in real time via API
- Deploy personalized marketing — both pre- and post-trip — by combining travel behavior, loyalty status, and engagement signals
- Engage non-loyalty members with targeted experiences and offers

Fast forward to 2025: with the acquisition of Hawaiian Airlines, Alaska Airlines extended its Amperity partnership through full integration of Hawaiian Airline's data and beyond Hawaiian's data lives in Snowflake, while Alaska Airlines uses Databricks. With Amperity Bridge, all data sources were quickly integrated, bringing together customer data from both airlines in just two days.

“At Alaska Airlines, we had many disparate systems with custom-built solutions that couldn’t connect. Amperity helped us stitch together all our data streams, allowing us to understand customer profiles comprehensively.”



Natalie Bowman
VP, Digital Experiences

This unified foundation enables enriched profile-building, allowing the marketing teams to tap into a broader set of attributes and drive AI-powered personalization across both brands.

“Partnering with Amperity helps us unlock data to deepen personalization and become more relevant to our customers. We focus on showing our guests that we truly know them, understand their needs, and anticipate what they’ll want next.” said Lori Ho, Director of Lifecycle & Growth Marketing.

THE RESULTS

Marketing & data precision that performs

The initial unified customer data that powered original use cases helped Alaska Airlines propel growth goals, unlock new levels of efficiency and engagement.

In 2017, Alaska Airlines used Amperity to unlock:

- **198%** increase in loyalty conversion rates
- **61.1%** higher email open rates
- **22.5%** boost in click-through rates
- **30%** reduction in online advertising costs

With the addition of Hawaiian Airlines in 2025, Amperity is now helping Alaska Airlines to integrate both airlines' customer data at scale and with precision accuracy:

- **54%** Hawaiian loyalty members new to the Alaska database
- **48.3%** customers found in both airlines' databases
- **105** data feeds and **27** destinations now supported
- **164M** unique AmpIDs resolved; **473** active queries across business and technical users

WHY IT WORKED

Identity that adapts

Amperity’s patented identity resolution doesn’t force a rigid golden record. Instead, it preserves multiple identifiers per customer, enabling Alaska and Hawaiian Airlines to personalize at scale — across systems, channels, and journeys. The result? A data foundation flexible enough to drive loyalty, efficiency, and growth.