AmpID™

AI-Powered customer identity resolution & management.

Fully flexible, radically transparent

> "We can't simply join records together. There are no universal keys and writing business rules isn't really accurate."

Head of Analytics
Retail Client

The biggest blocker for better customer experineces: fragmented data.

Consumers want brands to understand and cater to them as individuals during every interaction. When brands get this right, campaign ROI and customer loyalty skyrocket. When they don't, consumers actively switch to brands that can better meet their expectations. Because of this, teams go to incredible lengths to personalize messages, segment audiences, and build seamless experiences. But there's a hidden landmine that can destroy all of these efforts: *bad identities*.

Every system has its own way of identifying customers, and the longer a person interacts with your brand, the more fragmented their identity becomes. Traditional approaches to resolving and managing identities are manual, inaccurate, and incomplete, leaving brands with a partial, and worse, erroneous view of individuals. Many solutions over-rely on costly and opaque 3rd party data, making teams question their entire identity foundation. Brands need a smarter identity foundation – one that both *builds trust with consumers* and *builds trust with the teams* that rely on it produce the outcomes they're working for.

AmpID™ Overview

AmpID lets you finally know every customer as an individual, across every interaction with your brand. Patented AI, trained on billions of records, accurately resolves customer identifiers, even when data is riddled with inconsistencies. Because algorithms do the work, there's no rule writing (or re-writing), and you can incorporate new identity data at any time. The result is rich, accurate individual identity and household graphs that are stable, even when customers interact in different ways, on new channels, and with changing personal information. AmpID uses the power of compliant, first-party data and a fully transparent approach to build a consistent, trusted identity foundation for your business, so the work you do to understand, engage, and serve your customers drives the results you want.

Key Features of Amp**ID**™

AI-Powered identity resolution. Every day.

Multi-patented AI automatically resolves identities on a daily basis, finding and correcting matches that other approaches routinely miss.

Identity stitching at massive scale

Built for scale, AmpID resolves massive amounts of identity data from any source (daily transactions, digital interactions, and full historical datasets).

Universal IDs that are stable over time

AmpID provides the universal and stable identity for the entire business, connecting teams, systems, and channels for a consistent view of the customer.

Accurate identity & household graphs

Rich 1st party identity and household graphs built using industry best practices, with direct integrations for data standardization, hygiene, and anonymous-to-known linking.

Transparent identity exploration

Transparent user interface lets you view and understand why every connection is made, building trust and adoption in your identity data.

Flexibility & control

Flexibility to set thresholds, break apart records, or connect records as needed, giving you extra control over how your identities are managed.

CASE STUDY

CHALLENGE

Large International Quickserve Restaurant needed a comprehensive understanding of their customers for analytics, advertising, compliance, and paid media attribution. The brand had a unified, accessible view of loyalty members' transactions and interaction data, but non-loyalty purchasers were all but invisible to marketing and data science teams. They needed a way to rapidly, scalably resolve identities for their entire customer base on a daily basis, leveraging 1st party identity data trapped in WIFI logins, billions of daily in-store transactions, and more. The necessary data was massive, trapped in silos, and used inconsistent identifiers across systems.

SOLUTION

The brand used AmpID to continuously ingest and resolve in-store transactions, WIFI logins, loyalty account information, and 3rd party identity data. This allowed the team to build not only a more holistic view of their entire customer base, but an accurate, 1st party identity graph, refreshed daily, that powers a single, universal customer identifier for all their systems, teams, and initiatives.

RESULTS

+ Amperity-generated, universal ID spans in-store transactions, store location data, loyalty program & Wi-Fi registrations

+ Correct attribution of $100M in paid media to previously anonymous in-store purchases

+ 144% increase in marketable audience by integrating anonymous datasets

+ 8% deduplication of their loyalty program database

Amperity&

Amperity delivers the data confidence brands need to unlock growth by truly knowing their customers.

With Amperity, brands can build a first-party data foundation to fuel customer acquisition and retention, personalize experiences that build loyalty, and manage privacy compliance. Using patented AI and ML methods, Amperity stitches together all customer interactions to build a unified view that seamlessly connects to marketing and technology tools. More than 400 brands worldwide rely on Amperity to turn data into business value.