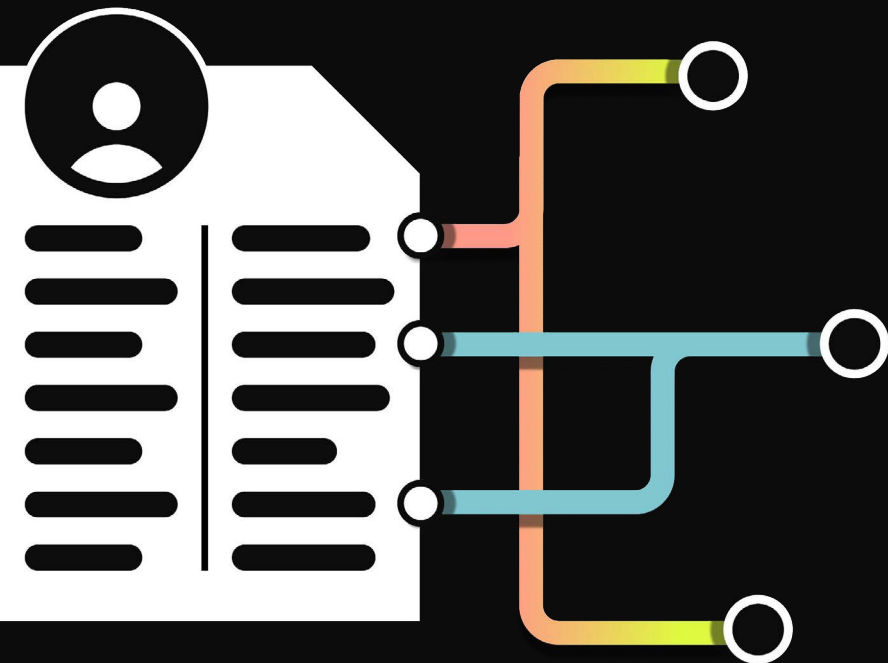


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# Real-time Personalization Solution Brief



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**4 scenarios where the  
most accurate customer  
profiles power better  
experiences in the moment**



**Q:** Why is it so hard to deliver relevant messaging across channels?

**A: Because of poor data quality.**



### No unified customer view

Customer experience tools like email, web platforms, and customer care typically only have access to the customer data inside their own system, and they weren't designed to talk to each other, so there's no complete picture of a customer.

Without a shared central source of truth, any calculated, predictive, or lifestyle attributes about the customer are built from incomplete data, leading to clunky experiences and inaccurate personalization.



### Incomplete, inaccurate data

Customer profiles often only contain data from digital engagement and leave out in-store transactions. Many times the data only reflects recent interactions, rather than a full historical view of the customer relationship.

When data is missing or wrong, brands can't build personalization strategies that react to customer activities across channels in real-time.



## Amperity creates the highest quality data foundation to power personalization across channels

By unifying customer data from different systems into a single view of your customers and making it available for customer experience tools to draw on it in the moment, Amperity supplies the fuel for true omnichannel personalization.

Unified profiles account for each interaction with your brand, so activation tools can work from the most up-to-date data available for more accurate personalization. Tools across channels are all using the same accurate, comprehensive customer profile, creating a consistent experience no matter where the customer engages.

### Read on for examples of this in action:

- Email personalization
- Website personalization
- Customer care & clienteling
- Richer retargeting

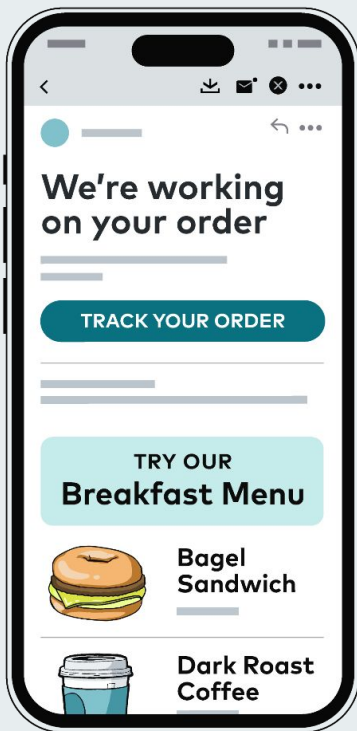
# Personalize post-transaction emails

Supplying email platforms with richer customer profiles lets you customize post-purchase communications based on the most up-to-date information.

In this example from a QSR brand, we've connected data from in-store transactions, email promotions, and the loyalty program to create a richer picture of the customer. Marketers with the goal to promote breakfast sales now know that she usually orders three entrees, so their automated tools can offer a tailored promotion for breakfast that reflects her buying habits.

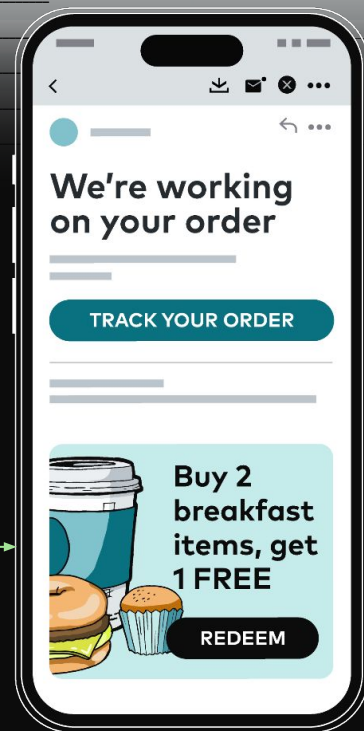
BEFORE AMPERITY

Customer #0328	
IP Address	192.168.40.219
Last Visit	4 days
Email Contact	Kathy_Lee@smithllc.com



WITH AMPERITY

Kathy Lee	
	AmpID_0z43a
Channel Preference	In-store drive-thru
Last Visit	4 days
Discount Propensity	High
Average Entree Count	3
Loyalty Email Contact	klee@yahoo.com
ESP Email Contact	Kathy_Lee@smithllc.com



By pulling in **discount propensity** and connecting it to **typical order size**, the QSR was able to make a personalized offer that ties to their goals around promoting the new breakfast menu

# Tailor website visits with contextual info

Comprehensive customer profiles tell your web personalization tools what changes and offers to make to encourage additional purchases at the same time.

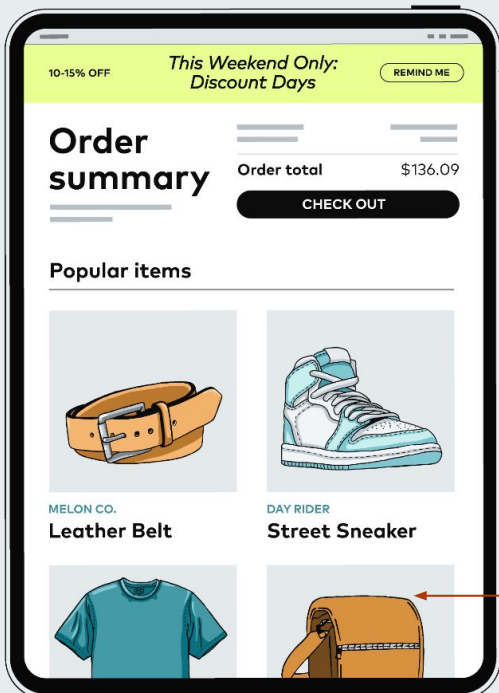
In this scenario, a retail site hydrated with Amperity profiles can easily match the recommended additional items to the persona segment of the shopper. At the same time, the discount propensity attribute tells us this customer has a history of buying at full price, so the web personalization tool knows to hide the promotion, saving the brand margin they didn't need to sacrifice.

**BEFORE AMPERITY**

Customer #0328	
IP Address	192.168.40.219
Last Visit	4 days
Last Category Visited	Menswear
Email Contact	Mark_Chen@smithllc.com
Field	Entry
Field	Entry

**WITH AMPERITY**

Mark Chen		AmpID_5x09b
Persona Segment	Outdoorsy	
Discount Propensity	Low	
Loyalty Email Contact	mchen@yahoo.com	
Loyalty Tier	Diamond	
ESP Email Contact	Mark_Chen@smithllc.com	

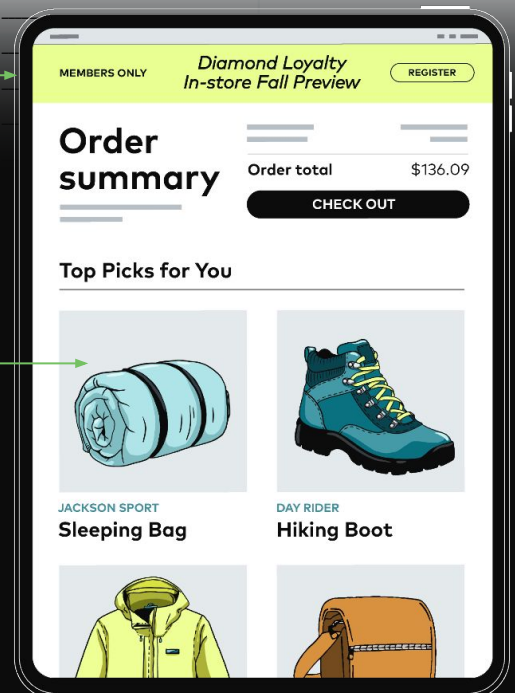


**Discount Propensity** guides banners to message about events...

...rather than upcoming sales

**Persona Segment** attributes help inform more relevant cross selling...

...rather than randomly generated best sellers



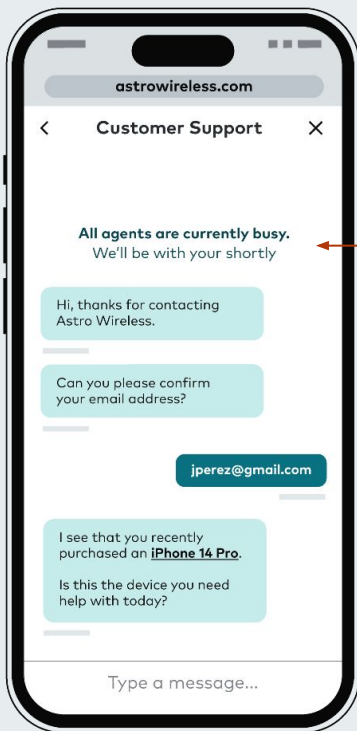
# Customize customer care & clienteling

When customer care reps and systems have in-the-moment access to complete customer profiles, they can provide tailored service and a much smoother experience.

Here we see a service interaction from a telecom company that draws on purchase history and customer value to save the customer the time and frustration typically associated with support calls. High-value customers can be routed to the front of the line and partner offers can be prioritized for VIPs.

**BEFORE AMPERITY**

Customer #0328	
Phone Number	917-555-0830
Device Type	iPhone 14 Pro
Email Address	jperez@gmail.com



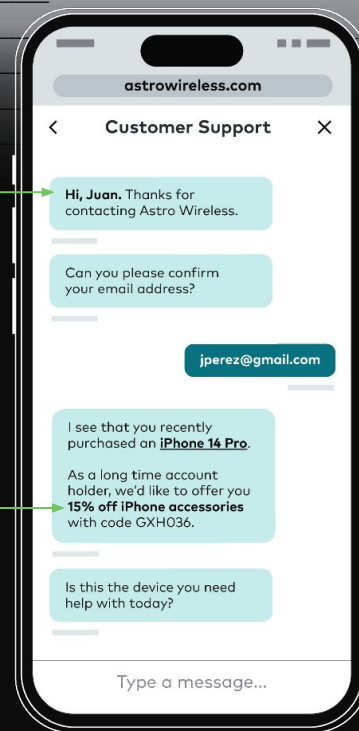
Juan is routed quickly and immediately identified by name

Without information on VIP status, all callers are treated the same

Information on recent phone upgrades paired with a VIP offer can kick off a positive interaction

**WITH AMPERITY**

Juan Perez <span style="float: right;">AmpID_0z43a</span>	
Phone Number	917-555-0830
Email Address	jperez@gmail.com
Device Type	iPhone 14 Pro
Duration of account	10 years, 18 days
Annual Customer Value	\$1,560
Days since device upgrade	14



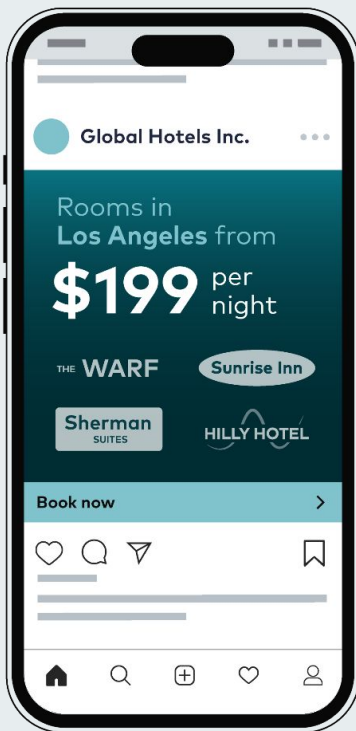
# Richer retargeting

Feeding retargeting tools with comprehensive customer profiles makes it possible to be more precise with details that matter to customers.

In this example from a travel provider, instead of having only the trip search history to work from, the retargeting tools can draw on attributes for preferred hotel brand and room type to make more compelling offers.

### BEFORE AMPERITY

Customer #0328	
IP Address	192.168.40.219
Last Destination Search	Seattle

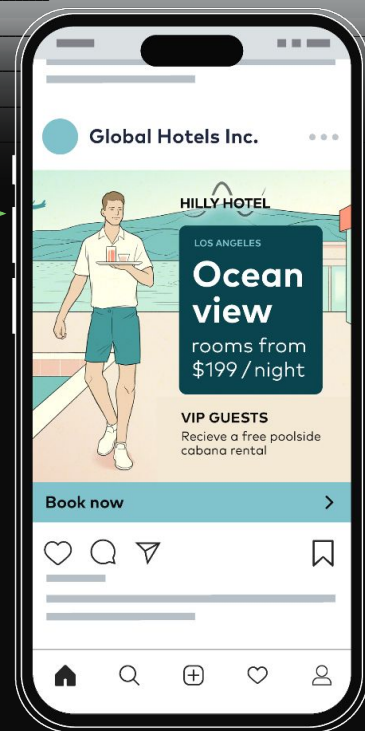


**Improve retargeting** by tapping into brand and room preferences and making offers based on loyalty tier

**Generic retargeting** based on the trip search

### WITH AMPERITY

Kathy Lee	
AmplD_0z43a	
Loyalty Tier	Silver
Preferred Brand	Hilly Hotel
Preferred Room Type	Ocean View
Preferred Beds	1 King
Last Destination Search	Seattle



# Key Takeaways

Discover the benefits of powering real-time personalization with a unified customer profile.

## A single, centralized source of truth

A unified customer view that resolves identities from across touchpoints and sources and keeps profiles up to date lays the foundation for more personalized marketing. Teams can trust the accuracy of the data and know that it will get where it needs to be at the time when it's needed.

## Smarter decisions across channels

A richer set of attributes means users can build more advanced personalization strategies that reflect up-to-date customer preferences, no matter where the customer engages.

## No more siloed campaigns

Channel-specific tools like email, web platforms, and customer care are no longer limited to the data inside their own system. Having access to data from across channels via a unified customer view unlocks more sophisticated personalization on each channel.

## Happier customers

Better personalization reduces friction in brand interactions and helps customers feel taken care of, fostering stronger brand loyalty and encouraging repeat business.



Get in touch to learn more about how Amperity can help you take your omnichannel personalization strategy and results to the next level.

[hello@amperity.com](mailto:hello@amperity.com)