Personalized Digital Marketing Made Possible by the Most Comprehensive Enterprise CDP

Standalone, Amperity and Microsoft Advertising are the best-in-class tools in their respective categories.

Together they are unmatched.

Customers expect to receive advertising relevant to them. To achieve this, brands need the right identity resolution solution with the flexibility to create robust and accurate customer profiles. The Microsoft Advertising integration allows brands to create tailored segments and micro-audiences to deliver to customers the messaging they want.
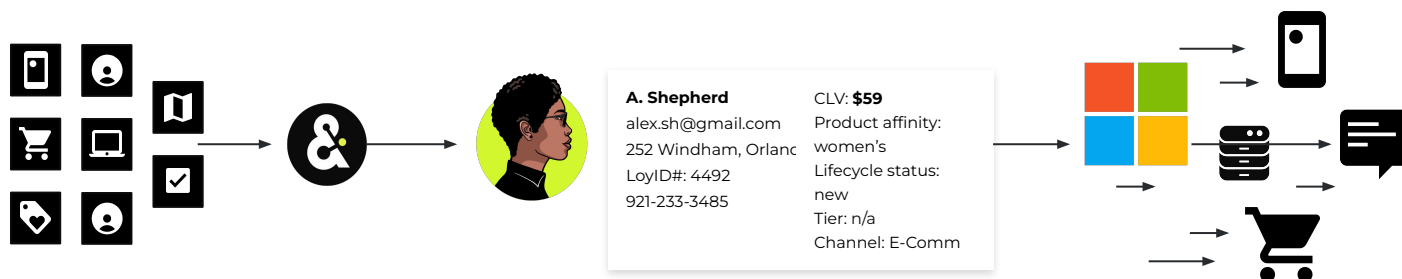
AMPERITY OVERVIEW

Amperity is the enterprise Customer Data Platform that offers a comprehensive approach to help brands turn customer data into better customer experiences by addressing the full spectrum of customer data challenges — from identity resolution, to assembling and accessing a complete Customer 360 profile, to uncovering and activating high-performing, personalized experiences.

MICROSOFT ADVERTISING OVERVIEW

The Microsoft Search Network powers 37.4% of U.S. desktop searches and 7.2 billion monthly searches around the globe. It's where your business can reach a large and unique audience made up of millions of people who search every day. Use the Microsoft Advertising platform to connect with these valuable potential customers.

JOINT SOLUTION OVERVIEW

Together, Amperity and Microsoft Advertising allow brands to embrace the future of programmatic advertising by using their rich first-party customer data profiles to personalize campaigns and create engaging messages. This partnership and integration allows brands to manage their customer data platform initiatives and seamlessly create and deliver targeted campaigns into the Microsoft Advertising network.

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CLV: **$59**
Product affinity: women's
Lifecycle status: new
Tier: n/a
Channel: E-Comm

KEY BENEFITS OF WORKING TOGETHER

1. Improved advertising performance and ROI

Amperity makes it easy to use customer data to optimize performance of existing advertising campaigns by creating relevant audiences.

2. Easy access to customer intelligence and predictions

Amperity brings the best of customer intelligence and ML-driven predictions to empower a brand's marketing campaign in Microsoft Advertising.

3. Accurate targeting and messaging to the customer

Hydrate the Microsoft Advertising engagement platform with robust customer profiles stitched together from the data locked in siloed systems.

JOINT USE CASES

Hydrate omni-channel messaging with the most accurate view of every customer

When brands use their Amperity Customer Data Platform in conjunction with Microsoft Advertising, they can personalize brand awareness campaigns and messages to the users most important to their business.

Use a Comprehensive customer 360 to inform segmentation

Open up a new level of targeting, by using first-party customer data to reach known customers within the Microsoft Advertising ecosystem with tailored, highly relevant messages driving new engagements between the brand and the customer.

Target businesses to drive opportunities with the Microsoft Advertising ecosystem

Brands have access to Amperity's ability to create business profiles from their first-party data and target those businesses within the Microsoft Ads ecosystem with relevant messages.

Continuous multi-channel campaign measurement, experimentation, and iteration

With a continuously expanding customer profile, brands can be responsive to customer behavior and adjust their advertising experience to increase engagement with the brand.

Helping category-defining brands accelerate growth with data

BROOKS   KUIU   SERVCO   LUCKY BRAND   First Hawaiian Bank.

Michaels   Backcountry   DECKERS BRANDS   patagonia   KENDRA SCOTT