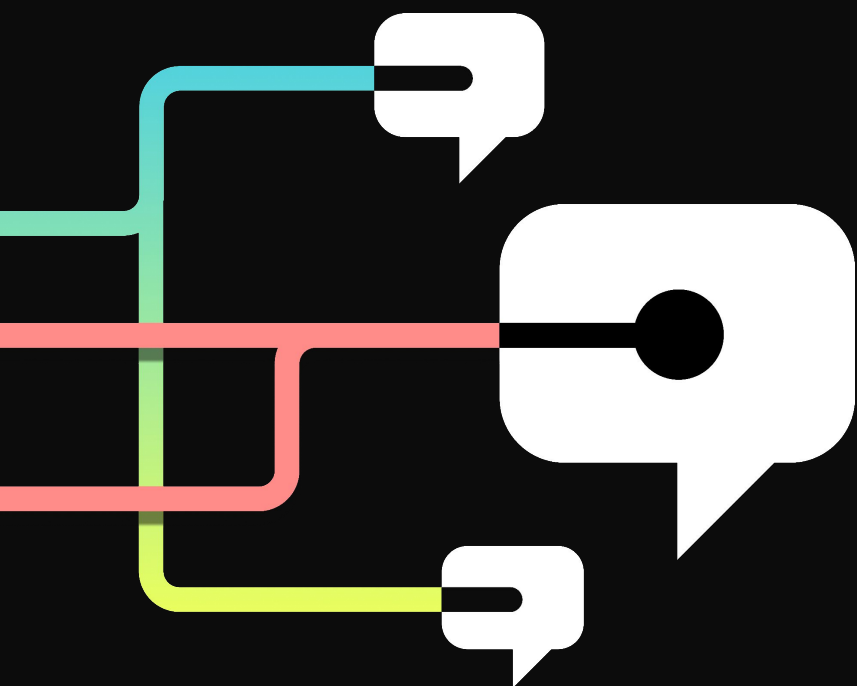# Amperity&

Real-time Personalization
Solution Brief

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

Q Why is it so hard to deliver personalized messaging across channels?

A Because you're trading off speed and accuracy.

This fundamental tradeoff forces brands into one of two inadequate scenarios:

The legacy profile: rich but stale

Traditional systems like data warehouses and CRMs excel at building a rich, historical customer view. The problem? It's slow. By the time this data is processed in batches and sent to front-line tools, it's already hours or days old.

Any calculated attributes—like lifetime value or propensity scores—are based on a past version of the customer, leading to personalization that misses in-the-moment intent and feels out of sync with their live behavior.

The streaming profile: fast but incomplete

Conversely, platforms built for real-time speed excel at capturing live digital interactions. The problem? They lack a complete and accurate historical foundation. These profiles often contain only recent digital events, leaving out crucial offline data like in-store purchases and call center interactions.

Without a deep, unified history, personalization is superficial—fast, but lacking the context needed to be truly relevant and drive meaningful business outcomes.

Amperity lets you use AI to create the highest quality customer profiles to power real-time personalization across channels.

The unrivaled foundation: Amperity's patented, AI-powered identity resolution unifies all your customer data—from all sources, online and offline—into a comprehensive, and trusted Customer 360 profile. This is the essential source of truth for understanding your customer.

Real-time activation layer: Amperity makes profiles actionable at any speed. With streaming data ingestion and low-latency APIs, you can now power true real-time personalization. Whether it's a website adapting mid-session, a call center agent getting a live pop-up, or a a purchase triggering an onboarding journey, Amperity delivers the right data to the right tool, right when it matters.

"With Amperity's real time tables, we are using the latest behavioural signals from customers interacting with our brands across our online stores to achieve more effective and more personalised campaigns. Specifically, we were able to use this feature recently with our rich Amperity customer profiles to power our most effective cart abandonment winback campaigns yet!"

Accent Group

Stuart Heggie
Head of Marketing Technology

Read on for examples of this in action:

- Email personalization
- Website personalization
- Customer care & clienteling
- Omnichannel interactions

1 Convert fleeting intent into revenue

Brands often miss the chance to re-engage cart abandoners because overnight batch processes respond too late—after the moment of purchase intent has passed. Leading footwear retailer Accent Group sought to close this gap, turning moments of hesitation into immediate opportunities by acting in hours, not days.

They achieved this using Amperity's real-time tables to stream cart abandonment events as they happen. Amperity captures the purchase intent signal, flagging the customer for an abandoned cart retarget. The result is a precisely targeted message that reaches the customer while their interest is still high, accelerating the win-back process and turning more near-misses into completed sales.

BEFORE AMPERITY

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

Sent after a few days

WITH AMPERITY

Andre Stevens	AmpID_8z50b
Item Browsed	Quarter snap fleece
Cart Value	$125
Loyalty Tier	Gold
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Forgetting something?

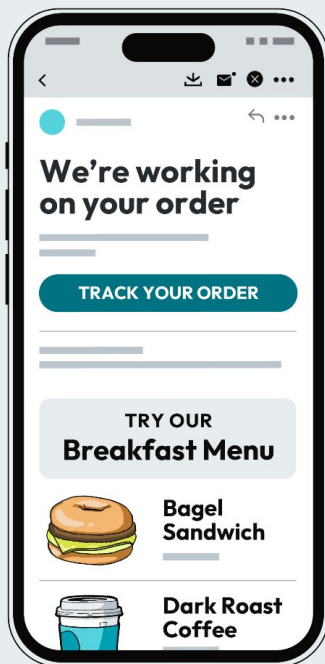**RETURN TO CART**

Sent within the hour
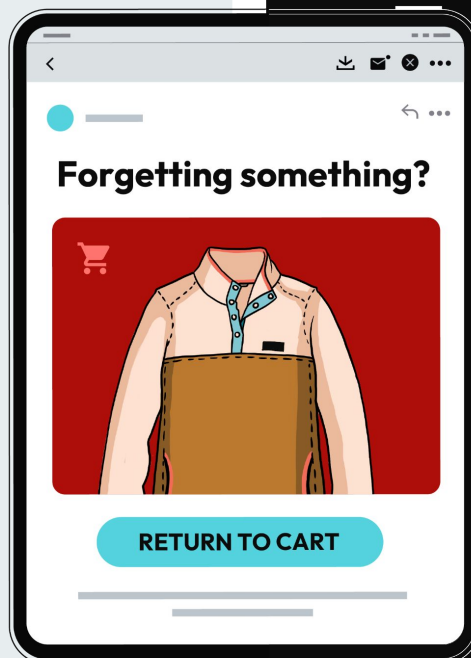
2 Drive upsell by personalizing post-transaction experiences

Drive the next purchase before a customer leaves the parking lot. Amperity connects real-time transactions to your activation tools to create immediate, revenue-driving opportunities.

For instance, a QSR customer buys lunch. Amperity ingests that transaction in real-time and unifies it to the rich historical profile. This allows an email platform to instantly send an offer for a breakfast bundle—but only because Amperity confirmed the customer hasn't redeemed a breakfast offer this week and that the offer size matches their typical breakfast order. This isn't just a journey; it's a journey powered by real-time intelligence.

BEFORE AMPERITY

Customer #0328

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

We're working on your order

TRACK YOUR ORDER

TRY OUR
Breakfast Menu

Bagel Sandwich

Dark Roast Coffee

WITH AMPERITY

Kathy Lee   AmpID_0z43a

Redeemed Offer Last 7 Days	No
Last Visit	< 1 day
Discount Propensity	High
Average Item Count	3
Loyalty Email Contact	klee@yahoo.com
ESP Email Cont...	...mithllc.com
Channel Pref...	...

We're working on your order

TRACK YOUR ORDER

Buy 2 breakfast items, get 1 FREE

REDEEM

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.
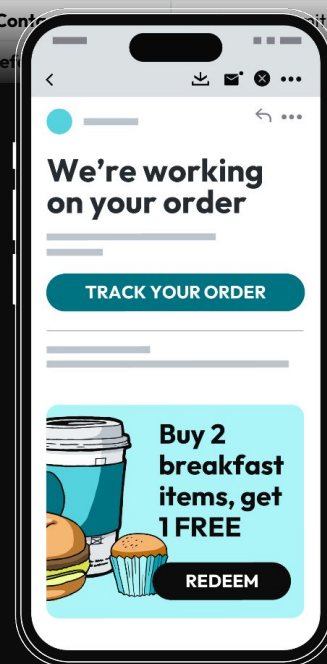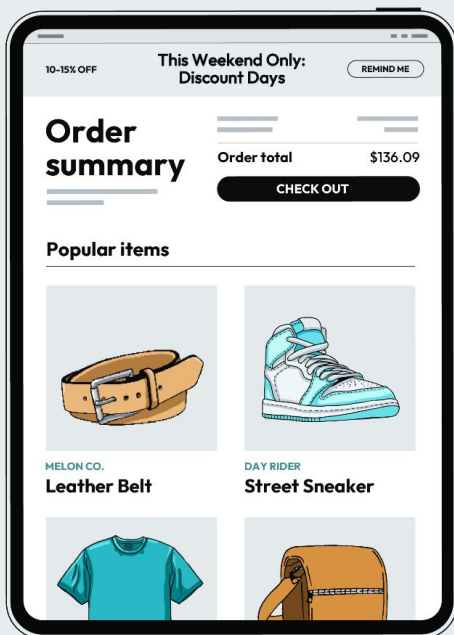
3   Shape the digital experience, in the moment it matters

Amperity powers personalization that adapts in real time to a customer's live behavior. As a shopper browses your site, your personalization engine makes a live call to Amperity's Profile API to retrieve their latest attributes, like discount propensity.

When that shopper buys a full-price item, the profile is updated instantly, identifying them as having low discount sensitivity. On the very next page load, a new API call reveals the updated profile, allowing your site to automatically suppress discounts and feature curated recommendations instead. This protects your margins without ever disrupting the customer experience.

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

10-15% OFF   **This Weekend Only: Discount Days**   REMIND ME

Order summary

Order total $136.09

CHECK OUT

Popular items

MELON CO.
Leather Belt

DAY RIDER
Street Sneaker

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
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MEMBERS ONLY   **Diamond Loyalty In-store Fall Preview**   REGISTER

Order summary

Order total $136.09

CHECK OUT

Top Picks for You

JACKSON SPORT
Sleeping Bag

DAY RIDER
Hiking Boot

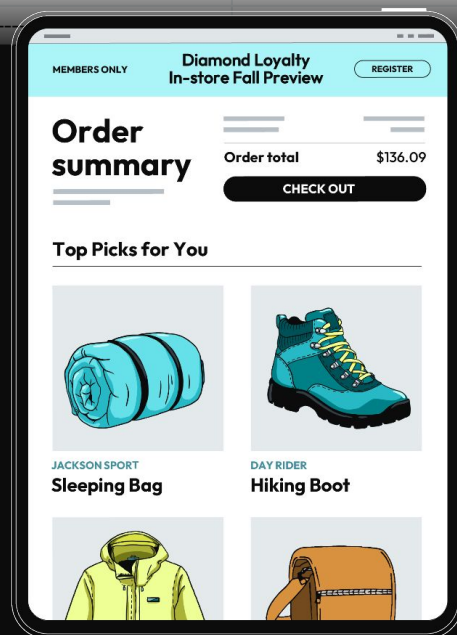**Discount Propensity** guides banners to message about events...

...rather than upcoming sales

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

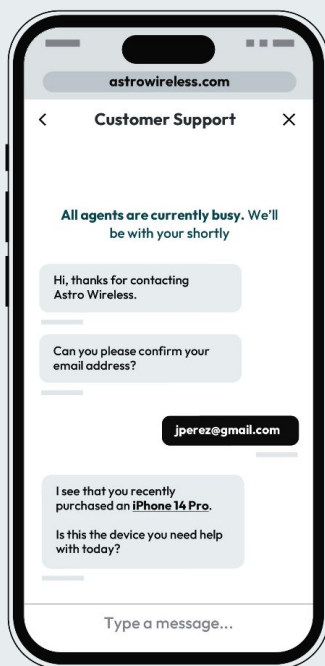**...rather than randomly generated best sellers**

4 Empower your agents with a live Customer 360

Don't make agents hunt for information while a customer waits. Amperity's Profile API delivers a complete, up-to-the-second customer view directly into your existing contact center software.

When a telecom customer calls, the agent instantly retrieves their full purchase history, loyalty status, and lifetime value. This allows them to skip the frustrating authentication questions, immediately route a high-value customer to a specialized queue, or even offer a proactive loyalty credit to prevent churn—turning a simple support call into a brand-building moment.

BEFORE AMPERITY

Customer #0328

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

astrowireless.com

Customer Support

All agents are currently busy. We'll be with your shortly

Hi, thanks for contacting Astro Wireless.

Can you please confirm your email address?

jperez@gmail.com

I see that you recently purchased an **iPhone 14 Pro**.

Is this the device you need help with today?

Type a message…

WITH AMPERITY

Juan Perez	AmpID_0z43a
Phone Number	917-555-0830
Device Type	iPhone 14 Pro
Duration of Account	10 years, 18 days
Annual Customer Value	$1,560
Days Since Upgrade	14
Email Address	.com

astrowireless.com

Customer Support

Hi, Juan. Thanks for contacting Astro Wireless.

Can you please confirm your email address?

jperez@gmail.com

I see that you recently purchased an **iPhone 14 Pro**.

As a long time account holder, we'd like to offer you **15% off iPhone accessories** with code GXH036.

Is this the device you need help with today?
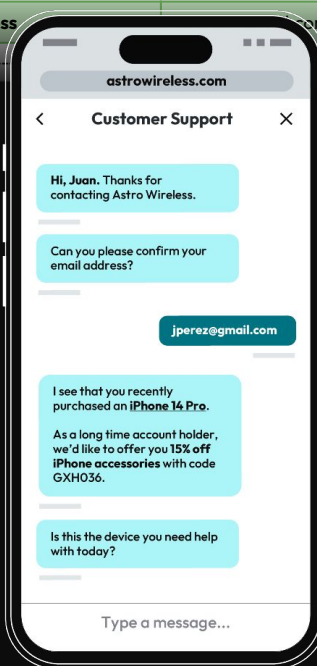
Type a message…

Juan is routed quickly and immediately **identified by name**

Without information on **Account Duration**, all callers are treated the same

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

Amperity &

5 Arm your associates with real-time intelligence

Turn every store associate into a personal stylist. Amperity's Profile API delivers a live, 360-degree customer view directly to your clienteling apps on the sales floor.

When a loyal customer arrives for a styling appointment, the associate's clienteling app makes a real-time call to Amperity's Profile API. The resulting view isn't a static record; it's a live summary of recent activity, lifetime value, and predicted needs. The associate can then greet them with genuine, informed recommendations that reflect their latest tastes, transforming a simple store visit into a memorable, loyalty-building experience.
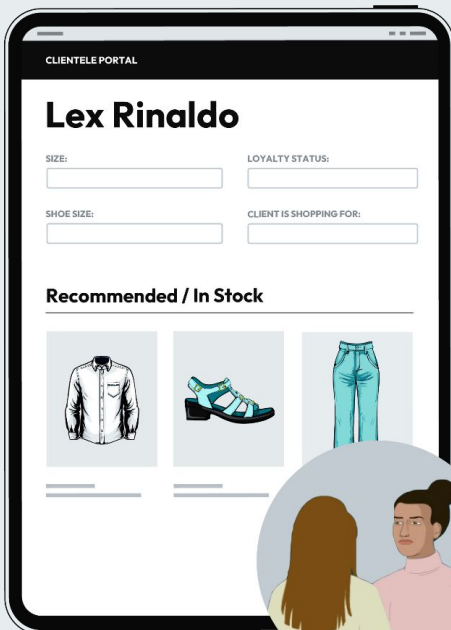
BEFORE AMPERITY

Customer #0328	
Phone Number	
Device Type	
Email Address	

CLIENTELE PORTAL

Lex Rinaldo

SIZE:

LOYALTY STATUS:

SHOE SIZE:

CLIENT IS SHOPPING FOR:

Recommended / In Stock

WITH AMPERITY

Lex Rinaldo	AmpID_9b09c
Style Preference	Resort Wear
Clothing Size	Large
Shoe Size	9.5
Most Recent Purchase Item	Gold Buckle Leather Sandals
Most Recent Purchase Date	04.12.2025

CLIENTELE PORTAL

Lex Rinaldo

PLATINUM LOYALTY

| SIZE:
Large | SHOE SIZE:
9.5W | STYLE PREFERENCE:
Resort Wear |

Previous Purchases

$346.80

BRAND SPEND   CATE
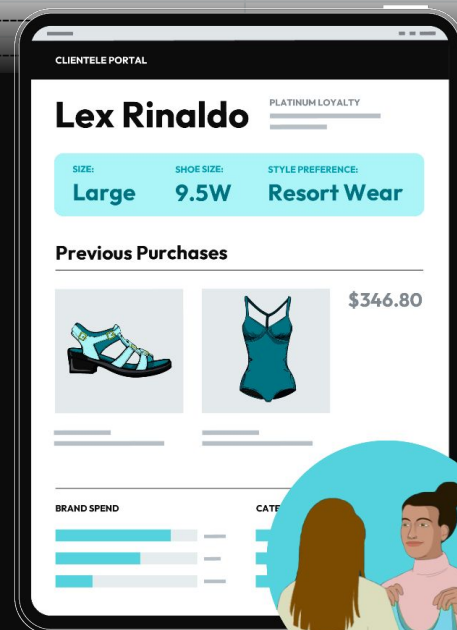
6 End the disjointed customer journey

Customers experience one brand, not a collection of siloed channels. Amperity unifies the customer's real-time state and makes it actionable at any touchpoint.

When a hotel loyalty member explores spa packages in your app, that intent streams to Amperity instantly. The next time they open the app, it queries their live Amperity profile to display a relevant reminder. If they arrive to check-in without booking, your front desk system—also connected to Amperity—prompts the agent to mention the spa. If they do book, the profile state is updated, and your SMS platform is triggered to send a perfectly timed upsell. Each step is intelligently informed by the last.
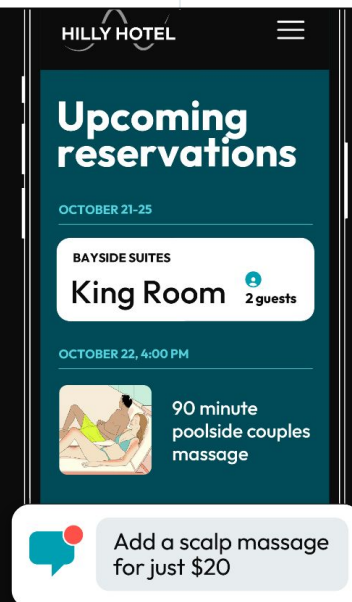
BEFORE AMPERITY

Customer #0328	
IP Address	192.168.40.219
Last Destination Search	Seattle

WITH AMPERITY

Peter Brown	AmpID_0r88a
Loyalty Tier	Silver
Preferred Brand	Hilly Hotel
Preferred Room Type	Ocean View
Preferred Beds	1 King
Last Destination Search	Seattle
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Drive revenue and protect margin with Amperity's real-time personalization capabilities.

Complete customer profiles

It all starts with a best-in-class foundation. Amperity's patented, AI-powered identity resolution stitches together all customer data—online, offline, historical, and real-time—into a comprehensive Customer 360 profile that you can trust.

Low latency data ingestion

To keep the profile live, Amperity's streaming APIs are built to capture a continuous stream of behavioral signals as they happen. Each event, from a page view to a cart add, is instantly ingested to enrich the core profile, ensuring it reflects the customer's very latest intent.

Real-time profile access

A live profile is only valuable if your tools can access it instantly. Our low-latency Profile API acts as the front door to the Customer 360, allowing any channel—a website, a call center app, or a POS system—to query the live profile and retrieve the latest attributes in milliseconds.

Omnichannel orchestration

As the central brain for your omnichannel strategy, Amperity keeps every channel in sync with a live customer view. This allows you to create a seamless customer experience across any channel—for example, by instantly suppressing a digital ad for a product a customer just bought in-store.

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**