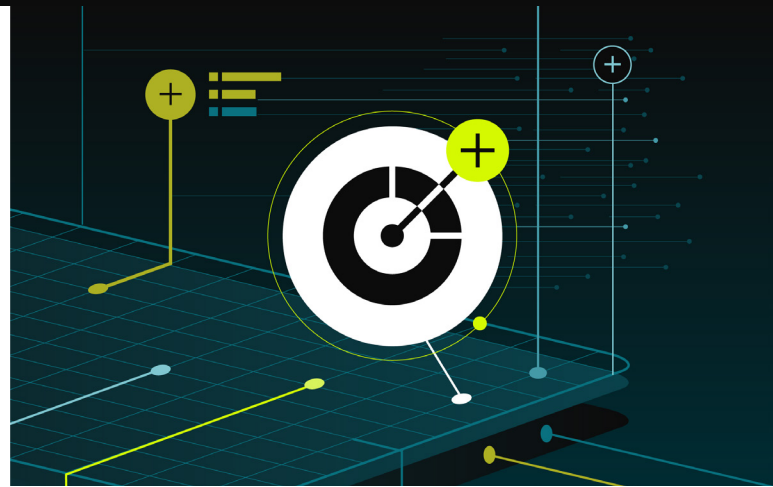


AmpIQ™

The hub for customer intelligence and activation



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“There are an infinite segments and countless ways I can invest our marketing dollars, but we struggle to know which have the most potential impact.”

VP of eCommerce,
B2C Retail

The Hurdles to Customer-Centric Marketing

The pressure is rising for business leaders to shift from product-centric to a customer-centric operating model, all while continuing to deliver on near-term business goals. But the lack of customer insights and ability to prioritize opportunities, unfocused segmentation strategy, and the inability to rapidly take action, measure, and optimize programs make this impossible. The result? Brands stick with the status quo: the experience is unpersonalized, and consumer needs are unmet, driving them away from the brand.

Marketers need a modern solution to put their customer data to work - unearthing game changing intelligence, predicting customer needs, and seamlessly connecting these insights into measurable action everywhere the brand touches the customer.”



AmpIQ™ Overview

AmpIQ is a Hub for Customer Intelligence and Activation that closes the gaps from having data to using it to serve customers and grow the business. With a point-and-click interface, platform-generated insights and predictive intelligence on every customer, users can build and activate high value segments and cross-channels campaigns engineered to systematically drive growth. Closed-loop

measurement means you can directly attribute impact and optimize outcomes – without relying on outside analysts and data scientists. AmpIQ empowers business user to build a deep and contextual understanding of their customers and directly use data to reach the company’s biggest customer-centric goals.

Key Features of AmpIQ™



Customer Health Tracking

A dashboard for customer-centric metrics and KPIs that proactively highlights shifts in customer economic drivers and identifies risks and opportunities.



Instant Insights & Opp Sizing

Platform-generated insights at the customer and segment-level, including brand and channel behaviors, product preferences, revenue sizing and recommended actions.



Predictions & Segmentation

Out-of-the-box predictive models, segments, and personas engineered to improve CLV, with a point-and-click interface to easily create & explore segments of your own.



Cross-Channel Campaigns

Drag-and-drop UI to activate segments in cross-channel campaigns, helping you optimize channel mix, drive improved experiences and improve ROI.



Closed-Loop Measurement

Closed-loop measurement, multivariate testing, and control groups let you attribute actions and spend to transactions, revenue gains and customer KPIs and health metrics.



Connectivity Anywhere

Flexible framework to automate and syndicate marketing-ready data to 100s of leading marketing, customer experience, advertising, and attribution tools and channels.

CASE STUDY

CHALLENGE

Omni-channel retailer had ambitions to reduce churn, grow the lifetime value of top customers, and launch more personalized customer experiences across all channels. However, the marketing team didn't have the precise customer intelligence or cross-channel activation and measurement capabilities they needed to systematically produce results.

SOLUTION

AmpIQ generated high value audiences with dozens of insights on every customer, including predicted product affinity, likelihood to churn, future lifetime value, past purchases, and current lifecycle status. These audiences and attributes powered omni-channel, personalized offers and messages through email, Facebook, Google Search and Display Network, Criteo for remarketing, and the brand's mobile app.

RESULTS

- + Powering omni-channel audience strategy across email, Facebook, Instagram, Google Search & Display, Criteo
- + \$20M in incremental revenue from 1st party audience strategies across digital
- + Reduced CPM by 36% driving improvements in media efficiencies
- + Drove 209% improvement in search ROAS using Amperity-managed 1st party data vs. generic Google Search audiences



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.



planet fitness



LUCKY # BRAND



SERVCO



tapestry



SEATTLE SOUNDERS FC

