**AmpID™** Amp**360**™ Amp**IQ**™ Data**Grid**™

Featuring

Anonymous Engage™

Grow Your Marketable Customer Base by Over 2X

Brands today are unable to build a relationship with the majority of their customers. Why? Because they are anonymous. Customers visiting retail locations, restaurants, grocery stores or any physical establishment usually don't identify themselves. Even if they do, they usually provide sparse information. This creates a huge blind spot for brands, preventing them from understanding and engaging the majority of their customers.

Amperity **Anonymous Engage™, a feature of AmpID**, helps you identify and connect with large numbers of anonymous customers in a privacy-compliant manner — growing the number of people your marketing can reach by over 2X.
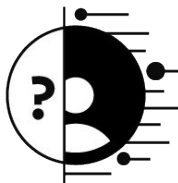
Overcome Anonymous Data

+ Identify many more of your anonymous customers

+ Activate a whole new set of your customers who were previously anonymous and unreachable

+ Only leverage third party data enrichment where needed

Privacy-Compliant Personalization

+ Manage profiles for both known and anonymous customers

+ Augment customer profiles as you learn more about them

+ Maintain data access and usage rights in compliance with privacy laws

Transform Your Business

+ Grow marketing reach by over 2X

+ Attribution you trust: Finally measure and optimize marketing budget with a full picture of customer behavior

+ Engage previously anonymous top tier and high potential customers

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Large Global Quick-Serve Restaurant Brand Grows Marketable Base By 144%

+144%

Marketable Base

Before Anonymous Engage → After Anonymous Engage
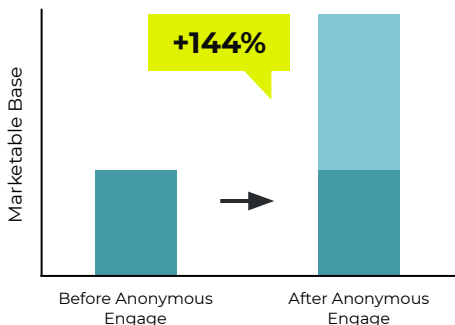
A large global quick-serve restaurant chain transformed their business with Amperity **Anonymous Engage™** and **grew their marketable customer base by 144%**. They can now measure the performance of and optimize their $100M+ in paid media spend targeted at previously anonymous customers. Gaining a rich view of both their known and anonymous customers has given them the critical insights to further grow their business. The Amperity-powered customer identity is now used across the enterprise for marketing, loyalty, advanced analytics, customer experience and compliance programs.