

Amperity & Fitness Retailer



CASE STUDY

Retailer sees an average increase of 150% in engagement thanks to a holistic view of their customers

About The Company

The fashion & apparel retailer is a leader in their category, with products available in 60 countries worldwide through a network of direct sales channels, and partnerships with other retailers ranging from large national companies to mom and pop stores.

The Challenge

The brand is passionate about providing its customers with the best fitness experience possible. This ranges from interactions the brand has with customers - both offline at events or through retail partners, and online across all digital interactions with the customer. As such, the brand needs to be able to offer a personalized approach to all customers across their life cycle. The brand had data, segmentation, and connectivity challenges with no way to consolidate customer information to a single customer profile view. They knew that simply knowing who their customers were, wouldn't be sufficient to live up to their promise of "every fitness experience bringing you closer to your best self." They needed to be able to derive segments from the data to set the stage for immediate omnichannel personalization.

The Solution

The brand bought Amperity's Customer Data Management solution to accelerate their journey towards customer-centricity, giving multiple teams across their organization access to a complete customer profile to better identify, know, and serve the customer. Amperity consolidated over 15 disparate data sources into an Amperity Customer 360 database to segment and deliver data to downstream channels, allowing them to optimize operations across multiple parts of the business. Their customer communication is now personalized and targeted to match profile preferences; store locators allow customers to find the closest retailer while also supporting the brand's network of retail partners by driving qualified traffic to stores, and customer profiles help the brand understand trends in customer behavior to guide product development.





"This holistic view ensures their customers will continue to benefit from a company willing to invest in a modern tech stack to optimize their experience with the brand."

They initially contracted with Amperity to run a 10-week proof of capability and ended up accomplishing more during that test than they had during the entire engagement with their previous MDM solution.

The Results

The team is now using Amperity to power nearly all of its digital personalization efforts. Because they have an actionable Customer 360 database, they can re-engage customers who would benefit from replacing worn-out equipment, redefine their best customers, surface geographically relevant content to invite customers to their nearest retailer, and utilize the data to show key insights and analytics to inform business decisions and the best messaging strategies.

This holistic view ensures their customers will continue to benefit from a company willing to invest in a modern tech stack to optimize their experience with the brand.

16X

More email clicks

150%

Increase in paid social engagement metrics

+260%

Increase in paid search click-through rate

+2.4X

Email open rate
(43% up from 18%)

+49%

Lift in paid social conversion rate

+128%

Increase in ROAS

Amperity &

Amperity helps brands to know their customers, make strategic decisions, and take the right actions to serve individuals and grow their businesses.

The Amperity Customer Data Platform provides next-generation customer data management, freeing technical teams from endless integrations and delivering a comprehensive Customer 360 in less than 90 days. Point-and-click segmentation, predictive analytics, and integrations everywhere let brands personalize every customer experience, build long-term loyalty, and drive growth.

To learn more about Amperity, visit amperity.com or check out our [blog](#) for more tactics, tips, and techniques for unlocking your customer data and bringing personalization to life at your brand.

