

# Amperity & Stanley, PMI



## CASE STUDY

## *A Pacific Market International company: driving campaign engagement with highly targeted audience segments*

### About Stanley, PMI

Stanley, a Pacific Market International (PMI) company founded in 1913, is the leading global manufacturer of sustainable food and beverage container solutions. They design and manufacture products that never need to be thrown away or replaced and continue to revolutionize how people eat and drink on the go with their timeless yet modern products.

Born from inventor William Stanley Jr., who forever changed the way hot drinks were consumed when he fused vacuum insulation and the strength of steel in one portable bottle, the iconic all-steel vacuum bottle people know and love today was the foundational product for the company.

Today, millions of people around the globe enjoy a wide range of Stanley products and benefit from the way Stanley adapted to the digital age.

### The Challenge

Data spread across systems

PMI wanted to deliver best in class digital personalization experiences to its customers. The company faced a common customer data challenge: customer data resided across multiple systems including email marketing systems, siloed marketing lists, transactional e-commerce systems, warranty claims, as well as survey, rating, and reviews data. There was no single view of the customer and thus, no way to personalize communications around how the customer engaged with them. As PMI was building their direct to consumer business, they wanted to get the foundation right to ensure they could focus on driving the business forward, rather than retroactively updating systems.

### The Solution

Consolidated data sources and segmentation

PMI bought Amperity's solution to accelerate its mission to customer-centricity to create the foundation for its Direct to Consumer business. "Amperity consolidated over 10 disparate data sources and feeds into an Amperity Customer 360 database, hosted on Amazon Web Services, to segment and deliver data to downstream channels," said James Campbell-Harris, PMI Director of eCommerce. Giving multiple teams across the organization access to a complete customer profile to better identify, know, and serve their customers, allows PMI to focus highcost discount campaigns to their highest-value customer segments vs. broadcast sends to their entire database. AWS adds cloud-scale and reliability for efficiency and results.





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+73.48%

Open rate

+356.25%

Click rate

7X

Conversion rate

## The Results

Boosts in open, clickthrough, and conversion rates

Amperity stitched together customer profiles so PMI has access to attributes previously unavailable for targeting purposes. By leveraging transactional data (ex. Customer Lifetime Value) and brand engagement data, PMI can target emails to highvalue audiences and drive significant increases to customer engagement and conversion.

"We've seen an almost 75% increase in open rate compared to our previous averages. And we've seen an over 350% increase in our click-thru rate compared to our previous averages and 7X the sales conversion rate," said Robert Dietrich, PMI Vice President Global eCommerce. This holistic view means PMI customers will continue to benefit from a company willing to invest in a modern tech stack that includes Amperity and AWS to optimize the customer experience every day.



## 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](https://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.

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