Amperity & Brooks Running

Brooks Running goes for gold with unified customer data

About
Brooks Running

Brooks Running makes high-performance running shoes, apparel, and accessories that meet the needs of runners of all levels. Entirely focused on the run, Brooks is dedicated to inspiring people to run and be active. Brooks creates innovative equipment that keeps you running longer, farther and faster—and with more enjoyment of the run.

The Challenge
Siloed Data, No Unity

Brooks Running always had a goal of placing the runner first, but their data was stuck in silos and lacked both the speed and accuracy that would allow them to quickly react to customers' changing needs.

Without a single view of the runner they were unable to ensure that their products and offerings were personalized to ensure each customer could run faster, and further. They needed a unified view of the runner so that they could enhance the customer experience, fuel personalization across the business, and ultimately win the race towards customer-centricity.

The Solution
Intuitive AmpIQ, Zendesk Integration

Using Amperity, Brooks Running began to ingest the massive amounts of customer data they had, safely and securely. AmpIQ, Amperity's hub for marketing intelligence, allowed Brooks to create smart, high-impact segments and deliver personalized journeys across channels. This rich information allowed them to map out customer data usage across different functions and use those insights to place the runner at the center of their operations.

Their integration with Zendesk made it easy for their customer service agents to access important information like past purchase data, or product preferences. By being able to quickly and easily reach information about their runners, Brooks agents were able to conduct more personalized and productive conversations with runners.

BROOKS

"At Brooks it all starts with making sure the runner is at the center of everything we do. [But] we had to first understand the runner—how do we execute, how do we build a 360 view of the runner, what are the profiles, what's their purchase history, etc. Now, with the [Amperity] CDP we have that ability to understand who the runner is."

Ryan Ngo
Director of
Digital Marketing

The Results
Satisfied Customers, Higher Conversion Rates

With Amperity, Brooks Running was able to use customer data to ensure the runner was front and center within every aspect of their organization. "We don't have data scientists or a big data analytics team, so we didn't have a way to be able to start to look at the data," said Melanie Allen, SVP and Chief Marketing Officer at Brooks Running, "What AmpIQ gave us is basically data science for marketers." The unification of customer data fueled Brooks customer-centricity and accelerated business growth— click-through rates in paid search soared by a massive +260%, paid social engagement metrics skyrocketed by +150%, return on ad spend boosted by +128%, and email open rates increased 2.4x.

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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.

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